IDG World Update

EMPLOYEE NEWS AND INFORMATION

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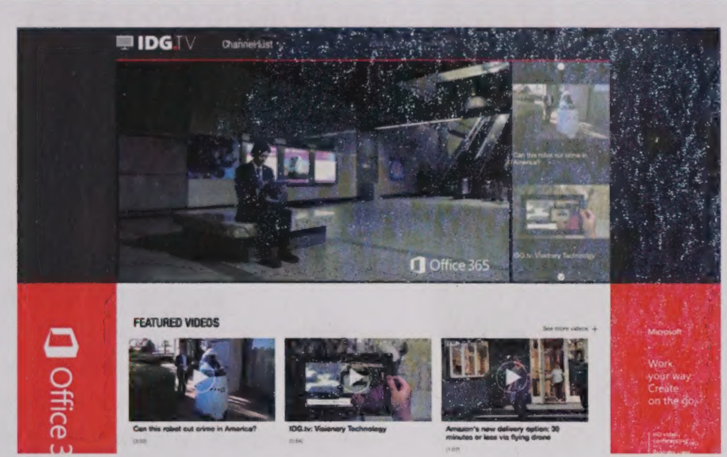
ONE ON ONE - page 3 | NEWS - page 4-8 | ANNIVERSARIES - page 10 | HOLIDAY CHEER - page 11


IDG.TV
Channel List
Office 365
FEATURED VIDEOS
See more videos +
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IDG.tv: Visionary Technology
Amazon's new delivery option: 30 minutes or less via flying drone
Microsoft
Work your way. Create on the go.
Office 3

IDG.tv's video focus provides new options for advertiser branding

IDG has launched IDG.tv, a video-only site that aggregates video content from across IDG sites into a comprehensive channel for business professionals and consumers looking for technology-related content.

SEE MORE ON PAGE 4

Also inside

McGoverns open brain research institute in China

IDG Germany to sell premium ads for Android site

Revamped home page reflects CSMB's video emphasis

IDG Sweden's reorganization emphasizes digital focus

One on one: Security tips from CSO's Steve Ragan

IDG Sweden's Women IT Professionals group inspires, educates and develops members' leadership skills.

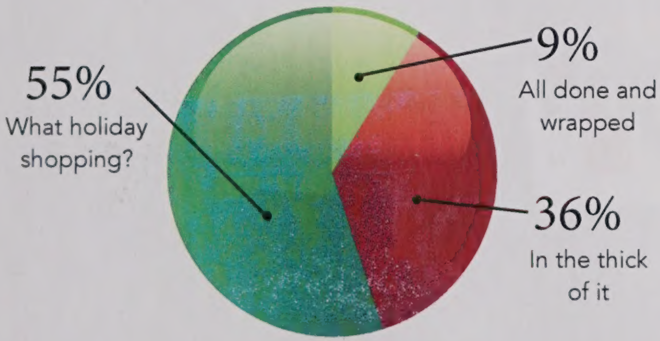
SEE MORE ON PAGE 6

IDG business units around the globe take time to get into the holiday spirit.

SEE MORE ON PAGE 11

Question of the week results

How close are you to finishing your holiday shopping?



Log on to www.idgcentral.com to vote on this week's question:

Should cell phone use be allowed during flights??

CLICK HERE

Happy holidays, IDG

IDG Chairman Pat McGovern extends season's greetings to employees worldwide and offers a quick recap of the year's highlights in this three-minute video on IDG Central.

McGoverns attend opening of brain institute at China's Tsinghua University

On a recent trip to China, IDG Chairman **Pat McGovern** participated in a number of celebrations. On Nov. 24, McGovern and his wife Lore attended the opening ceremony for the IDG/McGovern Institute for Brain Research at Tsinghua University in Beijing. In April 2011, 12 years after establishing the first McGovern Institute for Brain Research at MIT, the McGoverns established a second institute for brain research at Tsinghua University, which is known as "the MIT of China."

Ongoing support for the Institute will be provided through two foundations: the IDG China Foundation and the Harmony Foundation, created by IDG China and the management team of IDG Capital Partners. IDG Capital Partners manages the IDG-Accel Funds in China.

IDG/McGOVERN INSTITUTE

Among those present at the opening ceremony of the IDG/McGovern Institute for Brain Research at Tsinghua University were (l-r): ***Hugo Shong,*** *chairman, IDG China; Bob Desimone, director of the McGovern Institute for Brain Research at MIT; Lore Harp McGovern;* ***Pat McGovern****; Qiqun Chen, vice president of Tsinghua University; Yigong Shi, executive vice dean of the School Medicine at Tsinghua University; Bai Lu, vice dean of the School of Medicine of Tsinghua University; and Yi Zhong, director of the IDG/McGovern Institute for Brain Research at Tsinghua University.*

On Nov. 28, McGovern accepted a Lifetime Achievement Award from the China Venture Capital and Private Equity Association (CVCA). Founded in 2002, CVCA is a member-based trade organization established to promote the interests and the development of the venture capital and private equity industry in the Greater China Region. Its 100-plus member firms include IDG Capital Partners.

201
中华股权投
CVCA Annual G
2013年11月28日 深圳
CVCA

DG Chairman ***Pat McGovern*** *accepts his award at the annual general meeting of the hina Venture Capital and Private Equity Association.*

And finally the McGoverns were among the guests invited to celebrate the 20th anniversary of IDG Capital Partners. During the celebration, the McGoverns joined colleagues in preparing traditional Chinese dumplings. ■

IDG China Chairman ***Hugo Shong****, Lore Harp McGovern,* ***Pat McGovern*** *and* ***Quan Zhou****, managing partner of IDG Capital Partners, prepare Chinese dumplings during IDG Capital Partners' 20th anniversary celebration in Beijing last month.*

OneonOne

Steve Ragan

CXO Media

CSO Staff Writer Steve Ragan is this week's columnist. Ragan is also the author of CSO's security blog, Salted Hash. Reach him at sragan@cxo.com.

"You can spot some of the general phishing attempts by taking a moment. Are there grammatical mistakes? Does the from field say one name, but you see references to other people in the body of the message? Is the tone of the message overly urgent or even threatening? These are all red flags."

Q What is phishing, and what can happen if you reply to a phishing scam?

A Phishing is a social engineering attack. The focus of phishing is to get you to do something. Often this something is opening an attachment or following a link. Some phishing attacks are easy to spot, but, at the same time, targeted phishing attacks (called spear phishing) are not.

Most phishing attacks work because they frighten you, or they appeal to your basic human need to help someone or to solve a problem. For example, this time of year you'll see phishing campaigns that have malicious attachments. The phish in this case is shipping- or shopping-related. You'll see messages that warn you about a missed delivery from popular retailers, and you can fix the problem if you open the attachment. If you see a failed Amazon order email, and know you've just ordered from Amazon (most people do this time of year), you'll be tempted to read the message and do as it says.

After the first of the year, the scam will change to tax-related phishing or banking. Again, the con here is fear. You owe the IRS, open this attachment and fix the problem. You are about to be charged $4,000 for a purchase you didn't make, but you can fix it — the email will explain — if you just follow this link to stop the transaction.

Attackers who run phishing campaigns play the numbers. If they send 10,000 emails and only get 1% of the recipients to do as they are asked, that's a success. However, studies have shown that the actual success rate hovers in the 10% to 15% range for general phishing attacks and in the high 80% range for targeted attacks.

Targeted phishing attacks are tough. If someone is targeting the company, it's only a matter of time before they succeed. Often spear phishing attacks will come from compromised email accounts that belong to co-workers or known business contacts. Here the attacker is exploiting trust, because the odds are good you will help someone you know or will do as they ask without fail, especially if the task is related to your normal routine. Sometimes, attackers will spoof the "From" field, so that email demanding you read the report, which by all appearances came from the CEO, is fake.

When in doubt, trust your gut. Call the person and confirm the request. Be suspicious of unknown or unexpected attachments. Don't follow links that arrive via email, even if you think you know who sent it.

I wrote these two articles — Phishing attacks: Spotting and defending against them and Personal information and how to protect it — some time ago, but the advice is still pertinent.

Q Are there ways to tell if an email message is a phishing scam?

A If you suspect an email is a phishing scam, you should delete it, and move on. Don't open attachments, don't follow the links. You can spot some of the general phishing attempts by taking a moment. Are there grammatical mistakes? Does the from field say one name, but you see references to other people in the body of the message? Is the tone of the message overly urgent or even threatening? These are all red flags.

If the message keeps referring to a link or an attachment, think for a moment who does that? How many emails have you gotten from a family member or co-worker that repeatedly tell you to open this or click that? You generally don't, but criminals behind phishing attacks are counting on you not thinking like that. If they had their way, you wouldn't think.

When it comes to spear phishing, the same flags apply. However, if your gut tells you something isn't right, trust it. Call the person, confirm the message. Even if it came from the CEO, never be afraid to question the source of a questionable request or message.

Q What do you do if you do fall for a phishing scam?

A Don't panic, and if you're at work call IT immediately. If you're at home, you'll need to change all of your passwords, and if there was anything financial involved, call the bank's or financial institution's security department and explain the situation.

Don't panic. Everyone, even professionals and experts, have fallen for a phishing scam or will eventually. Don't be afraid to go to IT if this happens at work. No one is going to fire you for being a victim.

Q What are some best practices for keeping my computer virus free?

A Always keep your operating system, and third-party files (browsers, Adobe) updated with the latest versions. Criminals exploit old software. Don't open random email attachments, and be

continued on page 9

IDG.tv's exclusive focus on video provides new options for advertiser branding

With last month's launch of IDG.tv, IDG has developed a standalone site that aggregates video content from across IDG-owned sites and the IDG TechNetwork and organizes it into a comprehensive channel for business professionals and consumers looking for technology-related content. IDG.tv also offers sponsors new ways to place online advertising and gives them significantly greater levels of audience data related to viewership than they would get on websites that have a variety of content, not just video.

IDG.tv, which uses the Brightcove video platform, debuted with more than 1,100 videos, and new content is added daily. Channels include Small business and Enterprise (News, Security, IT Insights) and Technology and Lifestyle (Car Tech, Home Entertainment, Cool New Tech, Gaming, Apps, Smartphones and more) and a Sponsored section.

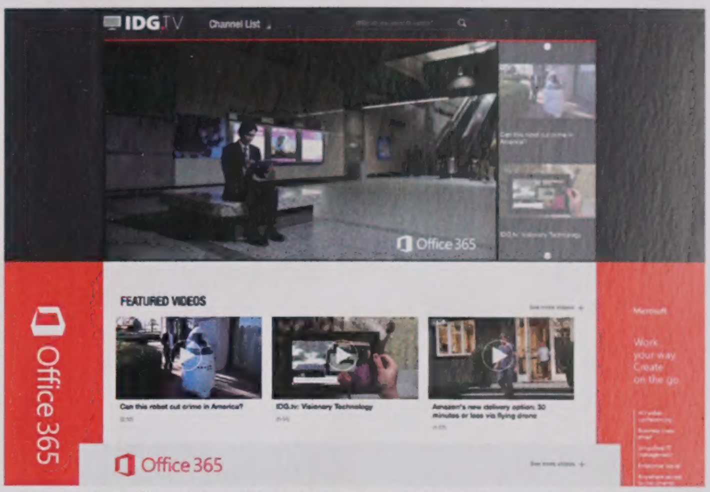
IDG.tv features one of the largest video players in the industry. "Most sites have video players that are embedded inside articles or have a relatively small space on a home page," IDG TechNetwork VP **Ekapat Chareonlarp**, who spearheaded the project. "IDG.tv is a dedicated video site — no other content — so we devoted substantial space on the page to accommodate the larger video screen. That means a better viewing experience and high-quality brand advertising."

Another feature of IDG.tv is that it is a "brand safe" site for advertisers, Charleonlarp added. "Brand safe means having an appropriate environment for brand messages. YouTube is not 100% brand safe, since advertiser videos could be surrounded by unrelated content, like Miley Cyrus videos. IDG.tv only carries premium tech video content suitable for brand building."

Microsoft Office 365, in a deal negotiated by Midwest Sales Director and Account Coordinator **Rick Currier**, signed on for a one-month exclusive sponsorship that concludes at the end of this month. Microsoft Office 365 is hosting a section on IDG.tv for users to tune into content about collaboration and productivity. Two other companies are poised to underwrite the majority of the next quarter's sponsorships.

In addition to pre-roll ads, IDG.tv offers sponsors a variety of ways to reach audiences, including managing a dedicated brand channel, inserting brand stories through sponsored video posts on an existing topic channel,or partnering with the IDG Creative Lab for custom video production.

Advertisers on IDG.tv will be able to glean the rich user data they need to position native advertising that is particularly relevant to the surrounding content, Chareonlarp noted. "With a unified video platform — all of IDG's U.S. brands now use Brightcove — we now have video consumption data across IDG U.S. in one place," he said. "We know which type of audience consumes which type of content when and where. We have multiple video-specific data collection points such as channel pages, video search and browsing patterns to understand users' topical interests and content paths. We can then target a particular audience with video content from advertisers they are likely interested in via native ad placements, such as sponsored posts."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Can this robot cut crime in America?
IDG.tv: Visionary Technology
Amazon's new delivery option: 30 minutes or less via flying drone
Office 365
Office 365
Microsoft
Work your way Create on the go

The large size of the IDG.tv video player means a better viewing experience for users and high-quality brand advertising.

IDG TechNetwork VP/Sales and Marketing **Scott Harris** is coordinating advertising sales. Readers can find IDG.tv from promotions across IDG sites, including video banners, text links as well as social media promotions. Soon all video players on IDG sites will also include links to IDG.tv.

Write to Ekapat Chareonlarp. ■

Business units can work with IDG.tv

IDG business units around the world can leverage IDG.tv to help grow their business, said IDG TechNetwork VP **Ekapat Chareonlarp**. He has been approached about a couple of potential projects including co-developing a Spanish channel for IDG.tv and trying out licensing and content syndication models. Chareonlarp said the possibilities for collaboration are "endless," but two key steps business units should take now are:

- Set up business unit video CMS on Brightcove and start standardizing tags, CMS rules and metadata sharing.
- Use IDG.tv and the Microsoft launch partnership to showcase how local advertisers can best leverage IDG video content to support their campaigns.

The IDG.tv team will produce a Brightcove onboarding guide, with best practices on tagging, that will be ready next month.

IDG Tech Media inks deal to sell premium advertising for Android site

AndroidPIT is the leading Android portal in German-speaking countries

*The signing of the AndroidPIT contract was one cause for celebration at IDG Germany's holiday party last week. (L-R): IDG Tech Media Publishing Director **Jonas Triebel**, Account Manager **Anton Eder** and Sales Director **Uta Krause**.*

IDG Tech Media in Germany last month signed an exclusive contract to sell the premium online advertising inventory in Germany, Austria and Switzerland for AndroidPIT. The site is the leading Android portal in German-speaking countries with more than 2.2 million unique users per month, targeting an audience of young Android experts who are early adopters of Android tablets, smartphones and apps.

"With AndroidPIT, we are expanding our brand world with an innovative website that has consistently become the market leader and therefore fits perfectly with our premium portfolio of PC-WELT, Macwelt, AndroidWelt and TechHive," said IDG Tech Media Publishing Director **Jonas Triebel**.

IDG TechNetwork in Germany has been the marketer for all of AndroidPIT's network ad inventory since 2010. According to **Anton Eder**, IDG Tech Media Mobile account manager, AndroidPIT asked TechNetwork if it would like to handle the premium marketing for AndroidPIT on an exclusive basis. "TechNetwork Sales Director **Stefan Wattendorff** told them they should speak to us at IDG Tech Media because we are highly qualified when it comes to premium and custom solutions," Eder said.

Advertisers will be able to book campaigns on AndroidPIT through the Tech Media team. Its ad portfolio includes standard ad sizes, billboards, wallpapers and integrated custom solutions from the IDG Custom Solutions Group, including advertorials, Partner Zones, reader/user tests and cross-media campaigns. Eder said there will be no Tech Media branding on AndroidPIT, merely a mention that Tech Media is the site's marketer.

"Because AndroidPIT has no print portfolio we will be able to offer its clients our cross-media advertising opportunities in print, mobile, newsletters and on our sites like PCWelt.de, AndroidWelt.de and TechHive.de," Eder said. He added that he did not believe that Tech Media's sales contract with AndroidPIT would mean less advertising for AndroidWelt. "In combination with AndroidPIT we have a better story to tell because we now have an extremely wide reach and are able to reach out to a very unique target group of opinion leaders. This is definitely a win-win situation.

"This partnership is the first of its kind for us and is a perfect fit for our portfolio," Eder continued. "AndroidPIT draws a younger generation of users, who are very active on AndroidPIT's forums, while we have the more skilled, higher spending power target group."

Launched in 2010, AndroidPIT has sites in multiple languages, targeting users in Spain, Russia, Portugal, France, Turkey, Italy and English-speaking countries, making it the largest Android portal in Europe with more than 10 million unique users per month. "AndroidPIT gets traffic from all of these countries," Eder said. "We can use our good relationship with AndroidPIT if advertisers are interested in multi-country campaigns, which should also interest our international IDG colleagues."

> "We can use our good relationship with AndroidPIT if advertisers are interested in multi-country campaigns, which should also interest our international IDG colleagues."
>
> Anton Eder

For more information contact Anton Eder. ■

IDG Sweden's Women IT Professionals group proves popular peer networking program

IDG Sweden's Women IT Professionals (WIP) group — a year-long networking and professional development group for female IT managers and executives — recently held its fifth and final meeting of the year held at IDG Sweden's office. The half-day-long meeting featured a presentation by Combitech President & CEO Marie Bredberg, who spoke about her career path and offered advice to the 15 women in attendance. The day also included group exercises that helped members get to know one another better while honing leadership skills such as active listening and group cooperation and wrapped up with dinner at a nearby restaurant.

WIP, now four years old, is organized and managed by IDG Sweden Recruitment & Leadership Business Manager **Eva Ekedahl** and Event/Network Project Manager **Hillevi Billinge**. The two are also responsible for the IDG Mentor program, which pairs IT professionals with senior executives for a year-long mentoring relationship (link to story). They also manage the company's leadership program offering.

The goal of WIP is to inspire, educate and develop the leadership skills of its members, each of whom pays 25,000 Swedish kronor (US$3,830) for a year-long membership, said Billinger. Each group typically comprises 20 to 22 members. The group holds five, half-day meetings throughout the year and each follows a similar format: a presentation from an inspiring speaker, a time for members to share and discuss their business challenges, interactive exercises and role-playing to develop leadership skills and plenty of time for networking among the members.

IDG Sweden Sales Manager **Jenny Elmqvist** was among the 22 members of this year's WIP group. She said she joined the group to share challenges and gain inspiration from other women executives. "It was interesting to learn that we all share similar challenges despite our businesses being very different," Elmqvist said. "You often find your own solutions after talking about a particular problem with other people who can offer a fresh perspective."

*IDG Sweden Sales Manager **Jenny Elmqvist** (far left) was a member of this year's WIP group.*

*Event/Network Project Manager **Hillevi Billinger** (left) and Recruitment & Leadership Business Manager **Eva Ekedahl** are responsible for the four-year-old Women IT Professional program.*

Among the benefits that IDG Sweden derives from the WIP program, Billinger said, is that "first and foremost, we are providing a unique — and valuable — alternative to the standard one-day professional development meetings that helps to raise IDG Sweden's profile in the local market. We get to know a number of people from different companies who can potentially be new business contacts. And, not least, we make money with the program."

In terms of what WIP members value, Billinger said they often express appreciation for the chance to discuss challenges with people outside their company who can offer a different perspective. "They get a chance to hear about and discuss topics they might not otherwise in the course of their daily work life, and, since they get to know each other quite well during the year, they also develop a strong network throughout the IT industry in Sweden."

The next WIP program will begin in January. For more information, contact Hillevi Billinger. ■

CSMB's redesigned home pages reflect strong emphasis on video

(L-R): IDG Communications Group Executive Producer **Zack Stern**, Product Manager **Lauren Wakefield** and Senior Product Manager **D. W. Malouf**.

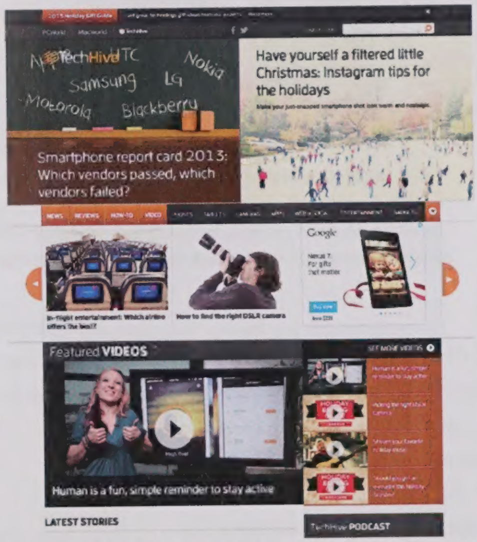
IDG WORLD UPDATE

Since the HTML5 launch of PCWorld, Macworld and TechHive in September 2012, video has grown to be one of IDG Consumer & SMB's most important online components, which is reflected in the sites' recently redesigned home pages. "By giving our video content such prominent position on our home pages, we hope to convey to users and advertisers CSMB's commitment to this medium," said **Lauren Wakefield**, IDG Communications product manager.

Wakefield said the market has seen an increased emphasis on video. "IAB research studies show that users — mainly on mobile — are engaging with video more and more. With the IDG Corporate Values in mind, we needed to be responsive to change in our marketplace and how our readers consume tech media. We are a trusted source when it comes to consumer tech purchases, and we want to deliver content in the formats our users expect and enjoy."

CSMB now posts approximately 30 new two- to three-minute videos per month, largely how-to's and product reviews that in most cases accompany an article or written product review and act as a hands-on demo. With the exception of videos obtained from the IDG News Service, all CSMB videos are produced by IDG Communications Group Executive Producer **Zack Stern** and a team of five,.

"We're technically not the CSMB video team," Stern said. "We're an all-IDG video resource for the whole company, and one of our main clients is CSMB. We produce tutorials, reviews, news, interviews and features." This team also produces video for IDG Creative Labs, IDG Global Solutions and IDGE's Custom Solutions Group for whom it conducts interviews, creates original animations, produces product overviews and more.


TechHive
Samsung
LG
Nokia
Motorola
Blackberry
Smartphone report card 2013: Which vendors passed, which vendors failed?
Have yourself a filtered little Christmas: Instagram tips for the holidays
Featured VIDEOS
Human is a fun, simple reminder to stay active
LATEST STORIES
TechHive PODCAST

In redesigning the home pages for PCWorld, Macworld and TechHive (shown here), IDG Consumer & SMB gave its Featured Videos higher placement and more space on the pages. CSMB averages 1 million monthly video views across the three sites; the videos are monetized through pre-roll advertising.

The video team recently released its [Top 5 Tech Products of 2013](#) feature and is now gearing up for the Consumer Electronics Show (CES) in Las Vegas in January, where it will produce 10 to 15 videos a day for CSMB, many shot directly from the showroom floor, and one to two videos each day for IDGE sites.

CSMB videos are monetized through pre-roll advertising. "The home page featured-video module comes with a high-value pre-roll ad placement," Wakefield said. "Video commands a higher CPM [cost per thousand impressions] than traditional ads and gives us more opportunities for revenue. Video pre-roll campaigns regularly yield CPMs in the $50 range."

CSMB has seen an increase in video views since the mobile-optimized pages were redesigned. According to IDG Communications Senior Product Manager **D. W. Malouf**, CSMB averages 1 million monthly video views across the three sites. "Additional placements like the new home page module continue to move the needle upward," he said. "We're planning to use the new module on product and topic pages, the first one being the CES front page."

While redesigning the home pages to emphasize video, CSMB also took the opportunity to tweak other design elements. "We found through three rounds of user testing that our users preferred a cleaner look and feel," Wakefield said. "The bottom half of our home page was cluttered. We improved this by removing the left rail, expanding the main well and adding article descriptions, which made the sites more SEO-friendly." CSMB also made changes and enhancements to newsletter promotional elements, the featured-story carousel and articles' look and placement, among many others.

The key CSMB players behind the increased video focus included SVP, Digital Products **Ulla McGee** and Director, Product Management **Alexa Wriggins** who launched the project, according to Wakefield. The design team was made up of Director, Onlin Design **Sky Collins** and Design Director **Rob Schultz**, with Malou acting as video product manager and Consumer and Product Marketing Manager **Randall Grilli** as digital magazines' product manager. Senior Software Engineers **Alexis Barrera** and **Byron Halbower** and Senior Java Engineer **Alejandro Germenos** we "the coding ninjas," Wakefield said.

For more information contact [Lauren Wakefield](#). ■

IDG Sweden reorganizes physical office setting as part of emphasis on "faster, closer, digital"

Some three months after an extensive corporate reorganization, employees at IDG Sweden are settling into their new workspaces, adjusting to new roles in some cases and finding ways to embody the business unit's new mantra: Faster, Closer, Digital.

"We have physically put ourselves in new groupings as a way to become much faster in meeting our advertisers' and readers' needs around how they want to consume media and how they want to reach their customers through our channels," said CEO **Christer Björkin**.

Previously, all editorial functions were on one floor, and sales and marketing — which were considered two separate organizations — were on another floor. In late September, the company was reorganized into five divisions (see sidebar). Each of the 150 full-time employees packed up their workspaces and relocated to a new configuration in which the editorial, marketing and sales personnel for each brand are seated close to one another.

IDG Sweden's management team. Top, (l-r): CEO ***Christer Björkin****, Chief Communication Officer* ***Martin Fältström****, Chief Digital Officer* ***Lottis Bergson****, Publishing Director* ***Fredrik Agrén****. (Bottom, l-r): Business Director* ***Christofer Björkvall****, COO* ***Sven-Erik Remmare****, CFO* ***Joacim Carlsson****.*

Additional office improvements included a kitchen facelift, new whiteboards and TVs, an improved common room with comfortable seating for breaks and informal meetings and a quiet room. CFO **Joacim Carlsson** served as facilities coordinator for all the recent changes.

IDG Sweden's divisions

B2B
Business Tech Media: CIO, TechWorld, Internetworld, CAP & Design, CFO, idg.se, Executive Report

Computer Sweden

IDG Recruitment

B2C
M3, PC för Alla, Studio, MacWorld, Photo Page

Sustainability
MiljöAktuellt

Public
Upphandling24, Anbud24

Content Marketing
Strategic Marketing Services, Creative

"In today's lightning-fast information society, we can't accept that it might take up to a month to implement even minor changes on our sites," Björkin said. "Now we are building an organization where digital focus is No. 1. Chief editors will, of course, continue to be responsible for the editorial content on a site, but now we create functions in all areas of business that are responsible for making the sites more engaging and attractive."

To accomplish this, a new web group led by IDG.se Editor-in-chief **Carl Grape**, has been created to implement fast changes across seven sites — Techworld, Internetworld, CFO, CAP&Design, CIO, Executive Report and IDG.se — simultaneously. The changes can be anything from a complete redesign to making sure that visitors are exposed to relevant services, no matter which brand's site they happen to be on. For example, if a newsletter with the latest reports from the IT sector has potential subscribers across most of IDG Sweden's sites they should be made aware of it. Editors are informed about pending changes, but the web team need to get approval first.

IDG Sweden has already seen positive effects from the office-wide reorganization. "First of all, when people with different responsibilities and perspectives are sitting close to together, magic occurs," said Chief Communication Officer **Martin Fältström**. "The us vs. them" feeling is replaced by a sense that we are all part of a team." Recently, the B2C editorial and marketing departments collaborated on the launch of the site lajka.se, a premium service focused on technology shortcuts from PC för Alla, MacWorld and M3. (The far-ranging content includes topics such as smart sensors to control home gadgets, best cinema sound without cables and making the switch from PCs to Macs.) "The fact that people were seated in the same area has saved many long internal meetings and advanced the

continued on page 10

noteworthypeople

New employees

Ho

IDC Singapore has hired **Priscilla Ho** as a business analyst with its Finance team. She was previously a financial analyst with IBM and has also worked for KPMG. A certified chartered accountant, she holds a degree from the Association of Chartered Accountants. In her free time she enjoys spending time with friends, movies, musicals and diving. pho@idc.com

Khunatkhosit

Also new at **IDC Singapore** is Account Manager **Max Khunatkhosit**; he was most recently an account director with Ovum focusing on the Southeast Asia territory. He earned a B.A. political science from Chulalongkorn University in Thailand and an M.A. in IT management from Monash University in Australia. mkhunat@idc.com

Parker

New at **IDC Australia** is Research Director **Sally Parker**; she will be responsible for Software and Services with an emphasis on Cloud and Big Data research. She has previously worked for Red Hat in the U.S., VMware in Australia and Hewlett-Packard in EMEA. She holds a B.S. in computer science and French from the U.K.'s Staffordshire University and has completed post-graduate studies in strategic marketing at Stanford University. sparker@idc.com

Liu

Winston Liu joins **IDC China**'s Beijing office as a market analyst handling Internet and social media consulting. Liu has worked for Groupon China and was an auditor and consultant with PricewaterhouseCoopers and holds a graduate certificate from Beijing's University of Science and Technology. wliu@idc.com

Ding

Also new at **IDC China** is Senior Research Manager **Rocky Ding**. He has more than 12 years of software engineering experience and worked for seven years in project management. A graduate of China's Hebei University of Technology, he earned a B.A. in economic business management. Away from the office he enjoys mountain climbing, calligraphy and table tennis. bding@idc.com

JOE MOLA

Lavallee

Rachel Lavallee joins **IDG Enterprise** as a client services coordinator. Previously an executive assistant with IdeaPaint, she holds a B.A. in management with a minor in communications from Bryant University in Smithfield, R.I. In her free time she enjoys, cooking, shopping and Zumba aerobics. rlavallee@idgenterprise.com

JOE MOLA

Rosa

Also new at **IDG Enterprise** is Marketing and PR Specialist **Gregory Rosa**; he was previously a public relations manager for the Manchester (N.H.) Monarchs minor-league hockey team. He attended Boston College's Carroll School of Management where he earned a B.S. in management. Away from his desk he enjoys sports. grosa@idgenterprise.com

Information for the Noteworthy section may be sent to world_update@idg.com.

continued from page 3

One on One

cations when browsing the web. Use an ad blocker, and make sure that your system is running anti-virus software. It isn't perfect, nothing is, but anti-virus software does work to stop many of the common attacks, and that's what people are hit with the most.

Q What is spyware, is it illegal and how can I protect my computer?

A Spyware has been around since the 1990s, and these days it isn't much of a problem. However, it does exist. Spyware is commonly known as PWP (Potentially Unwanted Program) and relies heavily on advertisments to generate money for the person or company that is distributing it.

If you have toolbars in your browser, or the Weather Bug application on your computer, those could be considered spyware, as they track your movements online. It isn't illegal, but it is shady and often causes privacy concerns. There is no legitimate usage for spyware. None at all.

Q What are viruses and are there ways to tell if my computer is infected?

A Viruses are malicious programs. They can allow a criminal remote access to your system, and they can copy sensitive data from your system and deliver it to a criminal. They can encrypt files, record keystrokes, and some even capture video from your camera.

If your computer is really slow, visits websites you did not request or starts displaying random ads on the desktop, you could have a problem. If the desktop is gone, and you're told you have to pay money before you can access the system again, you've got a big problem.

This is why an anti-virus program, while not perfect, is still important. But it only works if you keep it updated, as outdated anti-virus software is useless.

Q Is it really a problem if I use an easy-to-remember name (a family member or pet) as my password for all of my accounts?

A Yes and no. You want to use a password that you can remember. However, if you use a name, even a pet's name, if someone knows you or gets to know you, then they can guess your password. If you keep it basic, it's entirelly possible to form a solid password.

The best passwords are long, and have a mix of numbers, upper and lowercase letters, and a symbol or two. But how can you have all that complexity, yet remember it? I use sentences.

- This_ismyworkstation_13
- (pet's name)ismy(type)(he/she) is(age)old
- Myfirstcollegecrushwas(name) in(year)
- Iam$teveR4gan_IamaSt4ffWr1t3r_4C$O

These days, I often tell friends and family to use a password manager and avoid using the same password on multiple websites. So my Facebook password isn't even remotely similar to the password I use for work, and neither of those are related to my banking passwords. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Rick Ciliberto *IDG Communications*

26
Karen Timons *IDC*

23
Seanna Maguire *IDC*

21
Wieslaw Pawlowicz *IDG Poland*

19
Michelle Tompkins *IDG Communications*

16
Patricia Murphy *IDC*

15
Laura Hilliard *IDG Global Solutions*

14
Bozena Statkiewicz *IDG Poland*
Suzanne McMillen *IDG Communications*

13
Beata Nowicka *IDG Poland*
May Fung *IDC Hong Kong*

10
Dawn Schartner *IDC*

8
Lotta Nylund *IDG Sweden*

7
Karsten Weide *IDC*
Kathy Sullaway *CXO Media*
Eileen Smith *IDG*

6
Phuong Hang *IDC*
Caroline Delin *IDG Global Solutions*
Presh Costales *IDG Communications*

5
James Stone *IDC*
Evelyn Gonzalez *IDC*
Vanessa McCarthy *CXO Media*

4
Kristin Jeannotte *IDG Communications*

3
Pallavi Jha *IDC Center for Consultancy and Research (India)*
Brian Winkley *CXO Media*
Michael Ansaldo *IDG Consumer & SMB*

1
Phoebe Tran *IDC Singapore*
Shweta Baidya *IDC India*
Mathew Wisniewski *IDC*
Venkata Nuthakki *IDC*
Florika Arora *IDC U.K.*
Ada Fredelius *IDG Sweden*

Please send anniversary information to world_update@idg.com.

continued from page 8

IDG Sweden

timeline of the launch considerably," he said.

Furthermore, IDG Sweden manages a large number of events, and Fältström said communication between the editorial, marketing and sales teams in the days before an event is "much more efficient, resulting in a consensus of the expectations of the sponsors, and any misunderstandings are settled well before the event."

Central functions, such as the IT department, accounting and sales support, are the only parts of IDG Sweden not integrated within the brands. The soon-to-be-hired programmatic buying staff will sit alongside the key account teams who sell across multiple brands.

Björkin said a fourth word in the company's new tagline could be "behaviors." "We want to become experts on our visitors' behavior, and, with that knowledge, we can instantly adapt and change our sites to maximize our visitors' satisfaction." To do so, IDG Sweden plans to add more resources in its research department, hold more training sessions on Google Analytics and create a company-wide mindset around the importance of measuring and tracking reader actions.

Write to Christer Björkin. ■

Digital focus leads to job shifting, new opportunities

Over the past few years, many employees at IDG Sweden have shifted to jobs that require a digital-centric focus. Some have transitioned to new responsibilities because the nature of their jobs have changed, while others, such as **Marie Sörberg**, have chosen to pursue a different career path.

Sörberg, a 15-year IDG veteran, was the art director for MacWorld when she had an opportunity to develop and design and interactive (non-PDF) MacWorld for the iPad beginning in 2010.

"I learned so much about digital — How do you translate a print magazine for the iPad? How can we maximize digital technology? — but I wanted more," she said.

After participating in the IDG Professional corporate training program in January 2012, which exposed her to more mobile initiatives happening at IDG globally, Sörberg asked IDG Sweden's former head of mobile if she could work on some mobile projects.

This past April, she began working full-time as a mobile coordinator, helping editorial and sales staff with mobile projects, monitoring Google Analytics, creating mobile-related sales collateral and serving as project manager for the company's mobile apps.

She is also working with Mobile Advertising Director **Angelica Lundin** doing graphic design, research and writing for an upcoming book and website for customers on the "whys and hows" of mobile marketing.

*Over the past year, many employees at IDG Sweden have moved into new jobs that have more of a digital focus. Among them are Head of Digital Marketing/B2C **Lukas Löfgren**; previously marketing manager, M3 Magazine; IDG.se Editor-in-Chief & Head of Online Business Tech Media **Carl Grape**; previously editor-in-Chief IDG.se; Mobile Coordinator **Marie Sörberg**, previously art director, MacWorld and CIO; Business Manager, Mobile **Angelica Lundin**, previously sales account manager; Managing Editor, Internetworld; **Ingrid Heath**, previously Life Science Sweden editor-in-chief.*

In addition to on-the-job training for her new role, Sörberg also learned Mag+ for interactive magazine design, took courses on Web design and CSS on Lynda.com and read books on mobile design and user experience.

Contact Marie Sörberg.

IDG employees get creative in celebrating the holiday season

One IDG Enterprise employee turned her cube into a giant gift box.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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Karen Ren *IDG China*
Steve Ragan *CXO Media*
Lauren Wakefield *IDG CSMB*

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*(L-R): **Caroline Bucknell, Kierra DiFloriano** and **Mervyn Silverman** from IDG Australia's CIO Executive Council look ahead to New Year's.*

*Santa and his reindeer made the rounds delivering gifts to the IDG Sweden staff. (L-R): Event Manager **Ulrika Ullman**, Chief Communication Officer **Martin Fältström** and CEO **Christer Björkin**.*

*(L-R): **Lissa Piscopo** and **Julie Mance**, both associate event planners, amidst one of the cube decorating displays at IDG Enterprise in Framingham, Mass.*

Members of IDG Enterprise's softball team, The Spiders, went out for their annual holiday party and wished for some warm weather.

A gingerbreadhouse cube was one of many creative masterpieces at IDGE.

*IDG International Publishing Services Senior Developer and Network Manager **Don Botts** (left) hosts Festivus (complete with pole) for the Boston staff, including IPS Systems Manager **Patrick Kenney** and IDG Communications President **David Hill**.*

A heartfelt thank-you to the many employees who contributed ideas, took photos and assisted with stories this year. We look forward to collaborating in 2014!
— *The World Update editors*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

9 DECEMBER 2013 | VOLUME 43, NUMBER 47 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | ON THE JOB - page 4 | ANNIVERSARIES - page 6 | CELEBRATING 10 - page 7

Talentum strengthens market leader position with acquisition

Staff from IDG's publishing partner in Finland, Talentum — including Editor-in-chief Mikko Torikka (right) — and Sanoma Magazines observe the ceremony for the transfer of Sanoma's IT media brand.

SEE MORE ON PAGE 2

Also inside

IDG Spain buys executive brand's site, LinkedIn group

One on one: IDG Communications Worldwide CEO Michael Friedenberg on "Quality@Scale"

Job spotlight: IDG Sweden Chief Data Officer Henric Jogin talks about customers, programmatic buying

Bon Appetit!
WE
Like To
Eat
Healthy

CIO Executive Council shakes up some smooth breakfast treats in healthy eating quest.

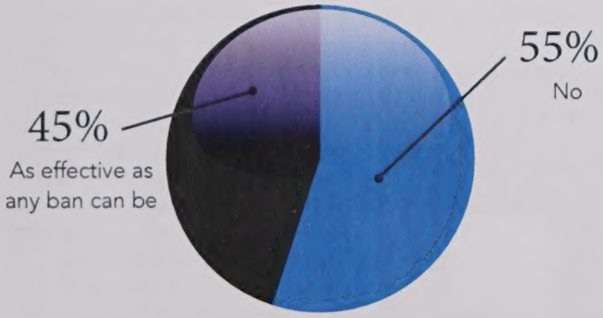
SEE MORE ON PAGE 5

Celebrating 10: IDG Enterprise's Anne McCrory marks a decade of service.

SEE MORE ON PAGE 7

Question of the week results

Will Philadelphia's recent ban on the use of 3D printers to manufacture guns be effective?



Log on to www.idgcentral.com to vote on this week's question:

How close are you to finishing your holiday shopping?

CLICK HERE

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office (like "Help Desk Heroes" at an IDG Framingham photo day, above), at an event, a staff meeting, etc.

Send the photo with a short description to idgcentral@idg.com.

IDG Spain finds revenue opportunities with executive brand acquisition

After a year of managing and selling ad space on Directivos de España's (Executives of Spain) web-page, IDG Spain recently bought the Directivos brand and its assets for 28,000 euros (US$38,000) and has started to see success in monetizing its ownership, especially through the group's LinkedIn members.

According to **Manuel Pastor**, IDG Spain country manager, Directivos is one of the biggest executive brands in Spain. Its owner approached IDG Spain last year, looking for a company that could monetize the Directivos website. (Pastor said IDG Spain does this for a few sites.)

"Directivos has a huge presence on LinkedIn where it has 41,000 members — mostly executives and directors from every market sector in Spain — and adds 150 to 200 new members a week," Pastor said. Members must either be Spanish or work in Spain and hold a managerial or executive position. "Due to our collaboration with Directivos we could easily see the huge potential of the brand and its powerful networking presence on LinkedIn. The owner of the group wanted to sell the brand and its assets, including its website, LinkedIn page and Twitter account, and offered it to us."

Looking to increase registrations for a recent event in Madrid, IBM paid IDG Spain 31,000 euros ($42,000) to promote its event. "We sent an email to the 41,000 Directivos LinkedIn accounts inviting them to register for the IBM event, and the results were simply amazing," Pastor said. In less than an hour, the email delivered more than 100 new event registrants. "IBM asked us to stop promoting the event as it had run out of space."

Since LinkedIn does not allow display advertising on its groups' pages, Pastor said IDG Spain is looking at other ways to monetize its Directivos ownership.

"Emails and promotions sent to the Directivos LinkedIn group one behalf of customers like IBM is one option," Pastor said. "We plan to invite the LinkedIn members to IDG events. We are also currently creating a portfolio of sponsorship and branding opportunities that we will sell to leading Spanish companies like Banco de Santander and Telefonica to become special Directivos partners for a yearly fee."

IDG Spain also edits and posts news and other content to the Directivos website, including links to debates begun on the Directivos' LinkedIn group page. IDG Spain also tweets relevant content on Directivos' Twitter account.

For more information contact Manuel Pastor. ■

Finnish partner buys rival to cement exclusive IT publishing role

With its recent purchase of Tietokone from Sanoma Magazines, IDG's partner in Finland, Talentum, is now the country's sole player in the IT publishing sector targeting IT professionals.

TIETO KONE
LASERIN LAULU SOI

Three Tietokone journalists will join Talentum.

Anu Nissinen (left), the CEO of Sanoma Magazines Finland, and Aarne Aktan, CEO of Talentum, sign the paperwork for Talentum to acquire Tietokone.

Tietokone had been the main competitor of Talentum's Tietovikko (similar to Computerworld) and MikroPC (similar to PCWorld), with content and a target audience positioned as a middle ground between the two.

The monthly has a circulation of 27,000, with a total pass-along readership of 98,000. Its site has approximately 70,000 unique visitors weekly, with 27,000 registered users.

While the acquisition brings Talentum's IT-related brands to four for now, including CIO, ICT Magazines Editor-in-chief **Miko Torikka** said Talentum will evaluate its offerings and decide in early 2014 what kind of product portfolio best serves readers and advertisers.

Three of Tietokone's journalists will transfer to Talentum as of Jan. 1, 2014.

Contact Mikko Torikka.

OneonOne

Michael Friedenberg

IDG Communications Worldwide

The CEO of IDG Communications Worldwide is this week's columnist. He can be reached at michael_friedenberg@idg.com.

> "We are the only tech media company that provides the four marketing pillars essential to meeting the needs of our customers: premium brands + marketing services + ad network + ad exchange. This combination allows us to deliver an incredibly valued and finite audience at remarkable scale."

Q What's your current "10,000 foot" assessment of the global IT media marketplace?

A The global IT media marketplace is one of great opportunity and transition. In fact, IDC has produced an incredible webcast and document detailing the Top 10 Predictions for 2014 that I highly recommend you watch or read. There is no denying that as the IT market continues to shift to the "3rd Platform" (IDC defines the 3rd Platform as one built on mobile devices and apps, cloud services, mobile broadband networks, big data analytics and social technologies) IT vendors are readjusting their marketing messaging to align with what their customers and our readers want from them.

Per IDC, overall marketing spend in 2013 showed that 51% of large IT vendors increased their spending; 36% decreased; and 13% made no change. Most of the companies showing the increase play in the "3rd Platform" space. In addition, the shift to a paid, owned and earned media strategy means marketing dollars are being reallocated to support all three of these channels. In fact, owned (vendor-controlled content) and earned media (social) investment is growing three times faster than paid media (advertisements). Also, interest in data-driven media has shifted to adoption. IDC expects real-time bidding (RTB is where ads are bought in an auction system much like a stock market) in the U.S. will reach $3.13 billion this year, a 57% increase compared to 2012. And, IDC estimates that almost 19% of all display ads in the U.S. will be purchased through an RTB system this year. These trends are undeniable, and the good news is that IDG is in front of them and creating the necessary solutions to stay relevant for our customers.

Q What do these market trends mean in terms of who we now see as competitors?

A Cisco Systems CEO John Chambers had a terrific quote earlier this year where he said, "We don't compete against competitors but rather we compete against market transitions." IDG has done the same for almost 50 years, and it is why we continue to lead in our markets. The media market is currently experiencing many transitions including mobile, social, marketing automation, paid-owned-earned media, data-driven media, content aggregation and curation, user-generated content, paywalls, marketing services, next-generation demand programs, events, analytics, digital magazines, and professional development. They are all in a state of change that requires all of us to be continuously inquisitive and willing to learn new skills which, in turn, will allow us to serve our customers better than anyone else.

Q What is IDG's strategy for growth in the new year?

A Ultimately, as **Pat McGovern** likes to emphasize, growth is the life blood of every organization and I am thrilled to see the innovation that is happening all across the globe. I do think that if we can excel in five core areas in FY14, IDG Communications will not only grow its revenue but, more importantly, grow in relevance with our marketing customers and readers. These areas are:

1) Grow our audience. How do we increase our current audiences and attract the millennial generation?
2) Grow our data-driven strategy that allows for speed, standardization, and scale.
3) Grow our revenue both from reader and advertising perspectives.
4) Grow our technology capabilities to allow us to move at the pace that our customers demand of us. This means investing in our content management system, data management platform, ad server, analytics, demand-generation platform, databases, social capabilities, etc.
5) Last and most important is growing and developing our talent. One of my favorite quotes is from author and futurist Alvin Toffler who said, "The illiterate of the 21st century will not be those who cannot read or write but those who cannot learn, unlearn, and relearn." There are plenty of new and exciting areas that we need to pursue and I look forward to unlearning and learning with all of my colleagues at IDG Communications.

Q What are the unique challenges for the consumer and enterprise businesses, and where do you see the opportunities for growth?

A There are unique opportunities for the consumer and enterprise sides of our business that are important for us to recognize and act upon. There are two major trends impacting the consumer tech market. First is the fact that technology is now part of our lives. There is no separation between our personal and professional life, so how do we use technology 24/7/365 simultaneously to live and work? The second major shift is that PC shipments are declining. IDC just reported that PC shipments will be down 10% in 2014, which means about 300 million PCs will be sold

continued on page 6

Job Spotlight

On the job: Chief data officer

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to.

Name Henric Jogin, IDG Sweden

What does a chief data officer do? The chief data officer is the voice of data within a company and represents data as a strategic business asset. Company data is very valuable. In fact, one could argue that there is a very real exchange rate between data and profits, whether you use data intelligently to increase efficiency, increase sales or create new business opportunities entirely. Deeper insight into customer relations, decisions, the market and so on is of tremendous value. To empower IDG Sweden by giving us that insight in an actionable manner — through technology, workflow, visibility and compliance — is my ultimate goal.

What service do you deliver, and who are your primary customers? My principal services are business intelligence, enabling data-driven business opportunities and facilitating measurability in line with our strategic objectives. My customers are both internal and external. Internally, our events, lead generation and direct marketing teams get very direct benefits from rich databases. Management gets better insight into sales and can act appropriately. In terms of editorial, we'll soon be looking more closely into behavioral trends and conversion. Externally, our sales teams and I aim to deepen our client relationships, working to give them better marketing for their money and making sure we offer modern and powerful services that are profitable and safe from a data point of view.

What are the key skills required to do your job? As with any information processing or analysis, the end result is no better than the information you feed into it. Ensuring quality requires you to thoroughly understand the workings of the business at every level. Having a technologic understanding certainly helps. You also need to understand media as a whole, especially online.

Can you describe a typical day? Most of my time is spent in discussions with clients, other IDG business units and internal customers to keep up to date with our needs and progress. I've been spearheading our programmatic advertising efforts, with IDG U.K. especially being a huge help by very generously sharing their experiences. Translating that into actions for us in the Swedish market, which is quite different from the U.K., has been a very rewarding challenge.

Since the start of FY14 I've been working a lot with the measurability we need for our new goals. I'm also investigating the security of our data, which is one of our priorities.

*Chief Data Officer **Henric Jogin** joined IDG Sweden in 2006 and has worked in a variety of roles since, from online sales to managing lead generation, direct marketing, content marketing and customer intelligence.*

Best part of your job? A bit of a cookie-cutter answer, but, really, the fact that no day is like any other, and there are no paths or blueprints I can just follow. Working with customer intelligence and data strategy has been a learning experience unlike any other I've ever had.

Most challenging part of your job? Almost everything I do is a trade off in one way or another. Do I choose integrity over revenue, short term over long term, estimates over facts, ease of use with chaos over bureaucracy with structure, sharing over guarding, collaboration and re-use over time to market? Finding the sweet spot in each interaction is not an easy task. Having a principle-based strategy while being appropriately pragmatic helps, but it's very hard to please everybody.

Why and how did you get involved in this career? I have a technical background and worked in sales and managerial positions at IDG Sweden that were heavily dependent on rich databases. In some way I've worked with just about every IDG Sweden brand, so I have a profile that matched our needs in understanding the business, the value of data, our customers and consumers.

What's one thing colleagues would be surprised to learn about you or can't tell by looking at you? People are usually surprised to learn that I'm an e-sports fan and a gamer at heart. ■

noteworthypeople

New employees

IDG Human Resources Services Division has hired **Emily Hanoian** as a human resources coordinator. Previously a sales associate at Alex and Ani, Inc.,she holds a B.A. in sociology from Providence (R.I.) College. Away from the office she enjoys fitness and dance and is an avid New England sports fan. emily_hanoian@idg.com

Gordon

Andy Gordon joins **IDC** as research director, Production Output Solutions. He has worked for a variety of IT vendors including Océ North America (Canon), Scitex, Kodak and Texas Instruments and has been a senior consultant for InfoTrends, a market research firm specializing in the print and communications industry. He earned a B.F.A. in photojournalism and an M.S. in printing technology from Rochester (N.Y.) Institute of Technology. An avid boater, he and his wife enjoy exploring the waters around the Delmarva peninsula. He also enjoys photography and volunteer work. agordon@idc.com

JOE MOLA
Wall

The **CIO Executive Council** has hired **Jason Wall** as an inside sales account executive. He previously worked for United Site Services in new business and account management. His hobbies include aviation, motorcycle riding and video games. jwall@cio.com

Also new at the **CIO Executive Council** is Sales Coordinator **Madison Presser**. Previously a business operations analyst/sales coordinator with Asure Software, she holds a B.A. in marketing from Georgia Southern University in Statesboro, Ga. Away from the office she enjoys trying new recipes and "when I'm not cleaning up after my 70 lb. puppy, I enjoy taking him for walks in the neighborhood and around the local trails." mpresser@cio.com

JOE MOLA
Presser

IDG WORLD UPDATE
Meyer-Grunow

Previously senior web designer/developer with Hornblower Cruises and Events, **Tobias Meyer-Grunow** joins **GamePro Custom Solutions**' team in San Francisco as a web developer. He holds a B.A. in computer and video imaging from Cogswell Polytechnical College in Sunnyvale, Calif., and enjoys 3-D modeling and animation, digital art, baking and "tinkering on old VWs, especially Siroccos." tobias@gamepro.com

Miller

IDC has hired **Pam Miller** as director, Partnering Research. She previously ran her own strategy consulting firm and will now provide analysis and perspective into how leading IT vendors go to market with their channel partners. A graduate of UCLA, she holds a B.A. in psychology and an MBA in marketing and finance. Her hobbies include cooking, interior design and gardening. pmiller@idc.com

CIO Executive Council shakes up some smooth breakfast treats

The blenders were whirring and the chia seeds, protein powder and spinach was flying at last month's first-ever CIO Executive Council Shake-Off. And when the foam settled and the last drops were drained from the tasting cups, the winner was Account Executive **Lauren Gill**'s smoothie by a banana.

The smoothie competition grew out of a conversation between Marketing Director **Brian Hawthorne** and several members of the CIO Executive Council sales team. "A bunch of us have been trying to eat better, drop a few pounds and get in shape," Hawthorne said, "and we were talking about how challenging it can be from Halloween through the holidays and right up until Super Bowl Sunday with so many social gatherings and all the food and drink those entail."

And so to encourage some healthy alternatives, Hawthorne proposed a "shake-off." He sent an email to everyone at the CIO Executive Council inviting anyone with a smoothie recipe and a taste for competition to participate and everyone else to come help judge.

On the morning of Nov. 26, Lauren Gill, **Ben MacArthur,** account executive, **Nina Barnes**, senior account executive, and Hawthorne gathered in the office kitchen and began mixing up batch after batch of their favorite smoothie recipes, which colleagues then sampled.

Hawthorne said what had been envisioned as a contest turned into more of a taste test as each concoction garnered a similar number of responses. "If I had to say who won based on the comments, it came down to either Ben or Lauren, but I think Lauren's probably edged out Ben's because she added a banana that really improved the taste."

Bon Appétit!
WE
Like To
Eat
Healthy

All of the participants have also agreed to stage a second shake-off early in the new year to inspire healthy eating in 2014, Hawthorne said. Anyone who would like to see the four smoothie recipes can check them out on IDG Central.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Joan Olson *IDG*

17

Tehmasp Parekh *IDC Australia*

16

Hyun-Ju Kim *IDC Korea*

14

John Cooney III *IDG*

13

Kevin Kane *IDC*
Kathy Rebello *IDG TechNetwork*
Joachim König *IDG Germany*

11

Sarah Reagan *IDG Enterprise*

8

Nandish Eregowda Hoothag *IDC Center for Consultancy & Research (India)*
Theodore Dangson *IDC*
Karen Massey *IDC*
Lisa Kue *IDC*
Joyce Carpenter *IDC*
Lisa Kerber *IDG Enterprise*

7

Dickie Chang *IDC Hong Kong*
Manjunath Siddaiah *IDC Center for Consultancy & Research (India)*
Michelle Sullivan *Network World*
Robert Cardin *IDG Consumer & SMB*
Tom Drummund *IDG U.K.*

6

Lynn Vuong *IDC Australia*

5

Bibi Yengkokpam *IDC Center for Consultancy & Research (India)*
Jenny Sewell *IDG Australia*
Cherry Yumul *IDG Australia*

4

Byoung-Jik Lee *IDC Korea*
Jason Cross *IDG Consumer & SMB*
Brooke Griffiths *IDG Connect International*

3

Ryan Tay *IDC Singapore*
Himansu Tripathy *IDC Center for Consultancy & Research (India)*
Ragupathy Vellappa *IDC Center for Consultancy & Research (India)*

2

Pei Wang *IDC China*
Yelena Zamacona *IDG Ventures Vietnam*
Rich Ryder *IDG*
Angelica Farias *IDC Chile*

1

Anantha Ramachandra *IDC India*
Alejandro Germenos Ramirez *IDG Consumer & SMB*
Daniel Rosiczka *IDG Poland*

CSG Giving Tree

Employees at IDG Corporate Services in Framingham are helping to brighten the Christmas holiday for 20 children from low-income families served by the South Middlesex Opportunity Council/Head Start program. The tags contain the items on the childrens' wish lists, and generous employees are helping to make those wishes come true.

continued from page 3

One on one

this year. Given these shifts, we need to recognize how they are impacting the PCWorld brand. For years, PCWorld has not only covered the PC market but also focused on how technology can drive personal productivity. PCWorld's success lies in its innate ability to keep ahead of the evolvng needs of tech buyers, shine a light on how technology influences our professional lives and addresses how new devices, services and apps boost our productivity and position us for success. I look forward to pushing this message out to the market. In addition, there is great opportunity within our consumer group to launch brands and solutions around the growing adoption of moble operating systems like Android and iOS. There is opportunity to build out revenue streams in areas such as events, demand generation and marketing services, which will fuel rapid growth for our consumer brands.

On the enterprise side, we need to realize that due to the proliferation of technology, there are now buyers who sit outside of the IT organization. It is imperative that we recognize this trend and begin to create content and marketing programs that address line of business managers, developers, and cloud service providers. I recently attended Dreamforce (Salesforce.com's user conference), along with 120,000 others. Clearly, new computing platforms are being created in the enterprise. Dreamforce is now a new computing platform with hundreds of companies developing products and services for that platform. Trends like Internet of Things, 3D printing, wearable computing, mobile enterprise applications and predictive analysis software are just a few examples of how the technology market continues to evolve.

We have a tremendous opportunity to jump on thee audience and technology trends and develop new products and services around them.

Q I've heard you use the phrase "Quality@Scale." Can you explain?

A Quality@Scale is the value proposition that IDG Communications delivers for our customers. It is the powerful combination of premium owned and operated media brands combined with marketing services expertise and a data-driven strategy. We are the only tech media company that provides the four marketing pillars essential to meeting the needs of our customers: premium brands + marketing services + ad network + ad exchange. This combination allows us to deliver an incredibly valued and finite audience at remarkable scale.

Q What are your key goals/priorities for FY14?

A At IDG Communications, it is imperative that we continue to be recognized as the category leader in tech media. In order for that to happen, we must continue to focus on growth (audience, data-driven strategy, reader and advertising revenue, technology capabilities, and attracting and developing talent); continue to build out our Quality@Scale capabilities; stay customer focused; and innovate at all levels of our business. I am very confident, given our talent and our focus on innovation and self-improvement, that IDG Communications will navigate these market transitions and have a fabulous 2014. ■

celebrating10

Anne McCrory

VP, Marketing and Content Strategy, Events IDG Enterprise

Home
West Roxbury, Mass.

Joined IDG
November 1991 as a copy editor.

Career path
Went from copy editor to news editor at Computerworld with a few other jobs in between; left in 2001 to go to business school and try some other companies; returned in 2010 as VP in Events group.

Current title
VP, Marketing and Content Strategy, Events. I manage the attendee marketing and event content teams building out our dozens of events each year and help refresh and grow the portfolio with new events.

Most challenging part of your job
Balancing strategic responsibilities (creating new events, deciding how to use technology and social media in our events) with management responsibilities and creating the content for my own programs, such as CITE and custom seminars.

Best part of your job
Working with a great team. We do a great job and have fun doing it.

Job perk
Frequent travel. I actually like flying — it's such great people watching.

Memorable work moment
When I worked at Computerworld, my boss could never tell if I was at my desk because my head didn't stick up over the cube wall. So we came up with a system where I put a plastic jack o'lantern on my monitor when I was at my desk. Sometimes it was full of bubble gum, prompting many drive-by visits.

I joined IDG because
My previous publisher employer could barely make payroll, and I came across an ad in the paper (that's right, a newspaper…).

What's kept you at IDG for 10 years?
Smart people, their sense of humor, high standards and a company culture that values all of the above.

Most rewarding thing you've ever done
A few are: been present during the birth of a child; climbed an iceberg, international travel; worked with a personal trainer.

Proudest accomplishment at work?
Launching the CITE Conference + Expo. I was the content lead, and it was an exhilarating experience to watch the team come together to create an amazing event in all aspects in a tight time frame.

JOE MOLA

***Anne McCrory** began her IDG career as a copy editor at Computerworld.*

Fantasy job
Ice skater in a touring company.

First job?
Clerk at Lederman's Bakery in Newton Centre, Mass.

What it taught you?
That being busy at work was much more fun than working at a slower pace. And that unlimited access to sweets can be very dangerous.

What others can't tell just by looking at me
I studied in Moscow during the Reagan years and actually got pretty fluent in Russian.

Manager's profile
"Anne has adapted her journalist skills to the fast-paced, multifaceted projects we deal with every day, overseeing all the content we produce and all of the marketing and audience acquisition. Her understanding of technology trends allows us to present fresh ideas, and her connections to both attendees and speakers keeps our approach right on target. She oversees a huge part of our business, managing people, our processes and our profits with equal aplomb. She is one of the most talented and diverse individuals I know."

— Ellen Daly, senior VP, events, IDG Enterprise

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

2 DECEMBER 2013 | VOLUME 43, NUMBER 46 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

IDG Germany honors outstanding effort by staff with annual awards

IDG Germany CEO York von Heimburg presents Excellence Award for IT Journalism and several Best Practice Awards to honor projects and innovations that have helped the company achieve its goals.

SEE MORE ON PAGE 7

Also inside

AndroidWorld conference draws 5,000 developers

One on One: IDC President & CEO Kirk Campbell

Computer Sweden courts up-and-coming companies

IDG Germany boosts revenue by bringing seminars in-house

Trade Show Executive GOLD 100

E3 wins Leading Newcomer Award at annual Trade Show Executive Gold 100 Awards & Summit.

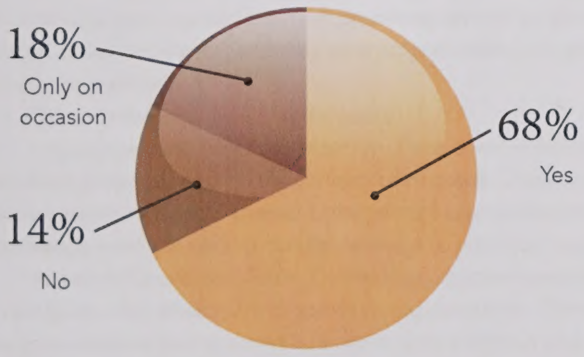
SEE MORE ON PAGE 2

Unsung hero: CIO Executive Council Sales Manager Nicole Raymond is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Do you wear a watch?

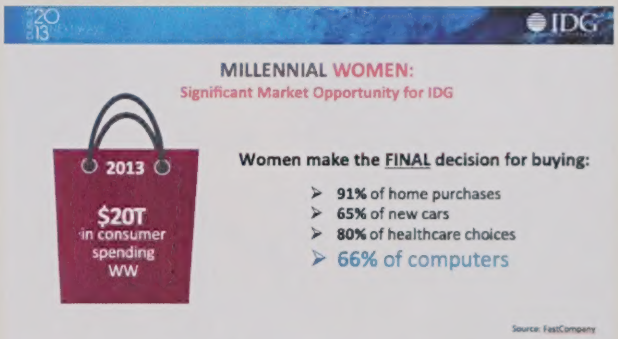


Log on to www.idgcentral.com to vote on this week's question:

Will Philadelphia's recent ban on the use of 3D printers to manufacture guns be effective?

CLICK HERE

Audience shifts



MILLENNIAL WOMEN:

Significant Market Opportunity for IDG

2013
$20T
in consumer spending
WW

Women make the FINAL decision for buying:

- **91%** of home purchases
- **65%** of new cars
- **80%** of healthcare choices
- 66% of computers

Source: FastCompany

Changes in audience demographics were discussed at a panel discussion during the recent IDG Global Product Line Meeting in Dublin. "Audience Shifts: Gender and Generation" explored current challenges and opportunities in the consumer audience IDG serves. The panel, moderated by IDG Research Services SVP/GM **Janet King**, looked at how media consumption habits are changing, what is happening in different regions and more. View the presentation here.

IDG World Expo China's AndroidWorld conference draws 5,000 developers

With China's smartphone market dominated by Android-based devices — the top five manufacturers in 2013 being Samsung, Lenovo, Coolpad, ZTE and Huawei, according to IDC — IDG World Expo China held its second annual AndroidWorld Global Developers Conference in late October. The two-day conference attracted close to 5,000 developers, hardware manufacturers, network operators and venture capitalists from China, Hong Kong, Taiwan, Japan, South Korea, Israel, India, Vietnam, Singapore, U.K., France, Russia and the U.S.

Supported by 16 sponsors — a 30% increase over last year — including Qualcomm, ARM, Tencent, OPPO, China Telecom, Huawei and TCL, the conference featured more than 70 speakers from China, Hong Kong, Taiwan, the U.S., Japan, South Korea and the U.K. Among them: Shen Jin, vice president of Qualcomm; Hou Xiaonan, deputy general manager of Tencent; Rong Guoqiang, president of the Consumer-BG Terminal Cloud Business Department of Huawei; and **Hugo Shong**, chairman, IDG China and a founding partner of IDG Capital.

The agenda featured a mix of plenary sessions and various conference tracks focused on topics such as Android Market under the Melting Pot of Interconnection Innovation; Application of Android to Cloud; Open and Innovative Business Model; Marketing Platform and Mobility Value; Mobile Application Distribution on Tencent Open Platform; Mobility and Interaction of Android World; Game Developers Forum; and Mobile Internet Investment, Financing and Entrepreneurship Visionary Summit.

To encourage the development of high-quality apps for Android devices, IDG World Expo China sponsored the Android App Development Championship. Beginning last March, the company invited developers to submit beta versions of new Android apps. A panel of judges selected the most promising apps to be demonstrated at the conference, and they were judged onsite by a group of venture capitalists.

Other conference highlights included:

- Investment and Financing Meet Up. Developers were invited to submit proposals prior to the conference or onsite. Developers whose proposals were of interest to the venture capitalists at the conference were granted 10-minute meetings to pitch their apps.
- Android Developers Salon. Conference organizers provided a lounge area for developers to gather during downtime. "Some of the conversations that occurred here were quite animated and even heated," noted **Jennifer Xu**, president IDG World Expo China.
- Announcement of "The Best of AndroidWorld." Developers submitted applications on the conference website. A panel of judges narrowed the field, and the selected apps were demonstrated at the conference where attendees also helped to select the winner.

And while this year's event did feature a small exhibition area where developers were able to demonstrate their apps hoping to attract the interest of venture capitalists in attendance, next year's conference will feature a full-fledged exhibition, said Xu.

Android app developers pack one of the plenary sessions.

"AndroidWorld is the largest Android-focused event in Asia," Xu said. "It provided a wonderful communication platform for the whole Android industry chain. The conference received high praise from our sponsors and attendees and received a great deal of media attention from the almost 500 journalists in attendance."

For more information, please contact Jennifer Xu. ■

E3 wins Leading Newcomer award

Trade Show Executive GOLD 100
Marci Yamaguchi Hughes
IDG World Expo
Trade Show Executive GOLD 100

E3 — Electronic Entertainment Expo — owned by the Entertainment Software Association and produced by IDG World Expo, earned a Gold 100 Grand Award at the annual Trade Show Executive Gold 100 Awards & Summit, held earlier this fall at the St. Regis Monarch Beach Resort in Dana Point, Calif. ***Marci Yamaguchi Hughes****, president of IDG World Expo's GamePro Custom Solutions group, was on hand to accept the award for Leading Newcomer to the Gold 100 List. The next E3, the world's leading trade show for computer and video games and related products, will take place June 10-12, 2014, at the Los Angeles Convention Center.*

OneonOne

Kirk Campbell

IDC

The president and CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.

"I am a strong supporter of IDC and IDG business units working together. When you put IDC's and IDG's assets together, we are unbeatable in the marketplace."

Q IDC rolled out the Internet of Things research program recently. Will there be other new research products emerging in 2014?

A IDC is all about research innovation and coverage of the hottest topics in the world of technology. In terms of IDC's research strategy, we are expanding IDC's research related to four major technology trends — mobility, cloud computing, big data and social business — which make up the "3rd Platform" technology era that we have entered. There will be new research available from IDC in 2014 on wearable computing, mobile enterprise applications, the connected consumer, service provider infrastructure for the cloud, advanced and predictive analysis software, infrastructure services transforming the data center, server and storage original design manufacturers and hyperscale datacenters. In addition to IDC's recently launched company-specific advisory service on Google, we will be launching a new strategic advisory program on Amazon.

In terms of new geographic coverage, IDC in Asia will expand its country research to Myanmar, Bangladesh and Sri Lanka. IDC also is actively expanding its information technology and telecommunications research coverage to more countries in Africa, which is beginning to take off as an emerging growth region. We are planning to open up an office in Angola in the new year which will be IDC's fourth office in Sub-Saharan Africa after South Africa, Nigeria and Kenya.

Q What was IDC's fastest growing major line of business in FY13?

A The IDC Tracker business was IDC's fastest growing major product line in FY13 with the total business size reaching over $80 million with a growth rate of almost 10%. IDC Trackers are extensive data products that provide high quality, detailed market share and forecast information for hundreds of technology markets around the globe. Most IDC Tracker products are updated by our analysts quarterly, although some are updated monthly and others twice a year. The most popular Tracker products are for PCs, Tablets, Mobile Phones, Servers, Printers, Storage, Software and Services. Technology vendors heavily rely on IDC Trackers to manage their businesses and to make key decisions. Many technology suppliers standardize on IDC data as their single "source of truth" to run their companies. The IDC Tracker business is ably led by **Eric Prothero**, Senior VP Worldwide Trackers, and **Hoang Nguyen**, Program VP, Worldwide Trackers. IDC is launching three major new Tracker offerings: a Quarterly Integrated Infrastructure & Platforms Tracker, a Semiannual Public Cloud Services Tracker and a Semiannual Installed Base Tracker for key Hardware technologies. We are confident that IDC Tracker business will be one of IDC's fastest growing business lines again this year.

Q Are events continuing to make up a growing proportion of IDC's revenue portfolio, as they are with IDG's? What are you expecting from the events business this year?

A The conference business is IDC's third largest product line after IDC's subscription services business (consisting of Trackers and annual Continuous Information Services) and Consulting. In terms of IDC's total revenues, events make up 10% of IDC's revenues so it is a smaller part of the company's total revenues. However, in IDC's country business units, events can make up 25% to 40% of the annual revenues. This is because there is more demand for consulting and events at the country level and less demand for IDC subscription products than at the regional and worldwide levels. We expect conferences in the future to remain a very important part of IDC's business, but the share of IDC's total business will remain roughly the same since our goal is to aggressively grow all three of IDC's major product lines.

Events are a great add-on business to IDC's core business of research and consulting. IDC conferences bring together IDC's research analysts with leading technology end users and suppliers to discuss the latest technology trends and share best practices. Conferences are an excellent opportunity to promote the IDC brand and our analysts' insights. We are very excited about the rapidly expanding IDC CIO Summit events, which we are offering in key geographies around the world. IDC will host 14 CIO Summits in major cities in Asia/Pacific this next year. In the CEMA regions (Central Europe, Middle East & Africa) we will host CIO Summits in 10 countries including three new launches in Russia, Nigeria and Kenya. IDC also offers many other outstanding conferences on hot technology and industry topics. IDC has an impressive team leading our conference business around the world, which is continually innovating to provide the best possible events for our clients.

continued on page 6

Computer Sweden courts new, up-and-coming companies with editorial feature, awards event

Usually, it's not good to be on a "hit" list. However, it is highly desirable to be named one of Computer Sweden's HIT companies ("HIT Bolagen").

Last month Computer Sweden published a list, and hosted an event, that recognized the top 50 Swedish firms that combine hype, innovation and tillväxt [growth].

"Computer Sweden likes innovative technology, and we think that young, fast-growing IT and telecom companies should be more aware of Computer Sweden," said Features Editor **Sverker Brundin**, who, along with Editor **Mattias Malmqvist**, conducted the research to develop a prospective list of companies. "We want them to read us, follow what we do and, in the long run, make them our customers. We want to change the view that CS is about 'old' IT."

"These companies develop many of the technologies and the business opportunities that are important to our readers and for Sweden," added Editor-in-chief **Jörgen Linqvist**, who helped plan the event. He also represented IDG Sweden on the five-member jury — which included an entrepreneur, two corporate executives and a communications specialist from a venture capital firm — to select the top 50 companies. "For CIOs, it's becoming more and more important to engage with young companies specializing in state-of-the-art technologies — something some of the big players are lacking."

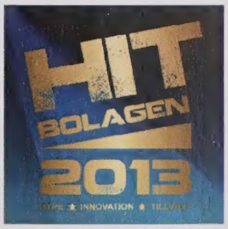
Editor-in-chief ***Jörgen Linqvist*** *(left) and Computer Sweden Features Editor* ***Sverker Brundin*** *welcomed guests at the awards reception.*

Many of the companies in the top 50 represented the future of Swedish entrepreneurship in growth areas such as machine-to-machine (M2M), mobile payments, digital advertising, computer games and cloud services. The criteria for being included in the list were:

- Developed a custom product or technology.
- Head office in Sweden.
- At least two annual reports available.
- Growth in sales, and sales exceeding $100 million.
- Innovative technology, and a company that is much-discussed as a rising star in the industry.

Attendees at the awards event are surrounded by steam caused by the escaping heat from more than 8,000 servers — including two for WikiLeaks — at the underground facility.

The award event, a cocktails-and-appetizers affair, was held in an unusual environment: the Banhof Pionen, an underground data center facility in Stockholm owned by Internet service provider Banhof that's housed in a former nuclear-attack-proof military bunker. About 100 representatives from the winning companies attended.



Winners can use the logo for their marketing materials over the next year.

The setting generated much buzz among attendees. IDG Sweden had used the facility on several other occasions, once when two former employees had the release party for their book *Svenska Hackare* (*Swedish Hackers*).

HIT companies have the right to use the new HIT logo, designed by Marketing Assistant **Lisa Esseen**, on their marketing collateral for the next year.

View the list of HIT companies here.

For more information contact Sverker Brundin. ■

IDG Germany sees revenue gain by bringing seminars in-house

By bringing high-quality, expert content to events held onsite, IDG Germany "now has proof that seminars can earn money even without a sponsor," said IDG Germany Publisher **Jonas Triebel**.

In October, Macwelt hosted Professional Photo Days and Making Apps at its Munich offices. "Our office is beautiful, has a great infrastructure — WiFi, cafeteria, conference rooms for large and small groups and security — and is by far the cheapest location we could find," said Macwelt Editor-in-chief **Marlene Buschbeck-Idlachemi**. "All of this makes organizing events inexpensive and efficient."

The one-day Making Apps event was designed to show participants how to build and sell an iOS app. The event drew 25 attendees — largely developers who want to improve their marketing strategies for their apps and SMB decision makers seeking help in choosing the right mobile strategy — and was taught by University of Applied Sciences' computer science professor Manfred Leisenberg, an expert in effective uses of social software applications for business. Tuition was 700 euros (US$944) per attendee (499 euros for those who enrolled in advance). IDG Germany launched the Making Apps series in 2010.

Eighty-five percent of the attendees said they would return for another Making Apps event. Buschbeck-Idlachemi said the date and content for another seminar had yet to be decided, "but we are considering topics such as SEO for Apps and Metering Tools for App Homepages."

Macwelt Editor-in-chief ***Marlene Buschbeck-Idlachemi*** *talks with attendees at the Professional Photo Days event.*

The following weekend Macwelt held its first Professional Photo Days (PPD), a two-day seminar run by Macwelt Editor **Markus Schelhorn**, the magazine's digital imaging specialist. The 10 speakers, all well-known photographers, covered subjects such as Composition, Videography, Photoshop Tips, Retouching, Optimizing Your Website, Building Your Own Brand as a Photographer, Wedding Photography, and Portrait Photography and How To Work With Models. A panel of speakers also fielded questions from the 60 attendees, who were largely professional photographers. Seminar tuition was 799 euros ($1,000) or 549 ($740) for early-bird registrants. The event had two lead sponsors, Switzerland-based Data Color and the reflector company Sunbounce.

Macwelt Editor ***Markus Schelhorn*** *(third from right) hosted an Experts Talk session at the inaugural Professional Photo Days.*

While the Making Apps event was held mid-week in the IDG Germany offices, the PPD was held over a weekend. "Making Apps is designed for people with full-time jobs, so their companies pay for their fees and they attend during working hours," Buschbeck-Idlachemi said. "The people who come to PPD are mostly freelance photographers who can attend such events only if they're held on weekends between October and April because so many of them do wedding photography and are booked on weekends the rest of the year."

"This was a great success for the Macwelt brand," Triebel said, "and is a profitable solution during a time of difficult newsstand business."

Buschbeck-Idlachemi said Macwelt events will continue to focus on app development and photography. Macwelt is currently planning some one-day workshops under the PPD banner beginning in January. The next PPD is scheduled for March. For more details, view the PPD blog and Facebook page.

Write to Marlene Buschbeck-Idlachemi. ■

noteworthypeople

Promotions

King

IDG Research Services Vice President/General Manager **Janet King** is now senior vice president/general manager. "Janet thoroughly deserves this promotion," said IDG Enterprise CEO **Matt Yorke**. "She is a true IDG leader in the research area and continues to deliver innovative and market-leading solutions. Her annual Global Product Line Meeting presentation is the epitome of her professionalism and the highlight of the opening sessions." janet_king@idgresearch.com

New employees

Rayment

IDG TechNetwork's U.K. office has hired **Ben Rayment** as a senior sales executive; he was previously online advertising manager with MyTimeMedia. He studied music and product design at Leigh City Technology College and enjoys whitewater rafting, mountain biking and playing the bass in a rock band. He recently completed a 12-mile Tough Mudder course for an animal charity. ben_rayment@idg.co.uk

Previously a client account director with CNET, **Stephen McKeon** joins **IDG U.K.** as client services account director. He holds a B.A. in humanities from the University of Glamorgan and enjoys hiking and sail and wakeboarding. Last year he climbed Mt. Toubkal (13,671 feet) in Morocco. stephen_mckeon@idg.co.uk

Cheevatadavirut

IDC Thailand has hired **Tuang Cheevatadavirut** as a senior market analyst. He previously worked in management consulting and as a systems engineer monitoring business critical systems at Thomson Reuters. He holds a B.S. in physics from Missouri State University and an MBA specializing in supply chain management and an M.S. in information systems from Iowa State University. tcheeva@idc.com

Transfers

Moullik

New at **IDC Singapore** is Syndicated Program Manager **Madhura Moulik**, who comes from the IDC Center for Consultancy and Research in India where she was manager of the Shared Operations Center, supporting the worldwide sales team. A graduate of Alliance Business Academy, she holds a post-graduate diploma in management, specializing in marketing and sales. In her free time she enjoys travel, painting and creating papier-mache and clay sculptures. mmoulik@idc.com

Returning employees

Wang

Gerald Wang returns to **IDC Singapore** as a research manager with its Industry Insights program. He was previously a senior market analyst for both the IDC Government and Health Insights teams. He also launched a web solutions sales company with two partners, was the assistant editor of Futuregov magazine and worked as a research intelligence consultant for the Infocommunications Authority of Singapore. He earned a degree in linguistics from the National University of Singapore and recently earned an M.A. in business IT from Australia's RMIT University. He enjoys travel, good food and coffee, playing World of Warcraft and exercise. gwang@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

continued from page 3

One on one

Q You have been a champion of the effort to have IDC and IDG business units collaborate to drive growth and mutual success. What are a few examples of that?

A Yes, I am a strong supporter of IDC and IDG business units working together. When you put IDC's and IDG's assets together, we are unbeatable in the marketplace! In the U.S. we have had a partnership agreement with IDG Enterprise for several years. IDC and IDG Enterprise's strengths complement each other, so we work together in a number of different ways. We work with Computerworld on an annual Business Analytics survey with the results used throughout the year in IDC's research and by the CW editorial team. Key IDC analysts present as needed at the Computerworld events on Big Data, CIO Perspective series, Network World's IT Roadmap events and in IDG Enterprise's CITE events.

IDC also closely partners with the CIO Executive Council (CEC). Our Executive Technology Advantage Program offering includes a membership in the CEC for our CIO clients who subscribe at that level. We also work together with the CEC on surveys and provide research content for their Peer Intelligence Reports.

In the Asia/Pacific region, IDC and IDG Global Solutions launched a new partnership about a year ago to grow combined business. The relationship has become so close that now IDC's Vice President for Integrated Marketing Solutions, **Jason Gorud**, based in Singapore, reports to both IDC A/P and IDG Global Solutions. Jason is responsible for driving business development efforts for the IDC A/P Events and Go-To-Market Solutions businesses and also manages IDG Global Solutions' business in Asia/Pacific. You can't get much closer collaboration than sharing a key management executive! By jointly marketing our assets we find that we can provide a very impressive offering to win business. A great example last fiscal year was a $400,000 contract win with EMC to launch a CIO community campaign titled "Leading to Transform." IDC provided the anchor content and two key events with IDG supplying the community portal as well as the digital media component. Another example was with Huawei, where IDC provided custom content for their marketing program and IDG supplied the brand marketing and lead generation assets.

FY 2014 has just started and we are in early-stage discussions with **Michael Friedenberg**, CEO of IDG Communications Worldwide, and **Kumaran (Ram) Ramanathan**, president of IDG Global Solutions, about new areas in the U.S. and overseas where we could collaborate to drive mutual success. So I'm certain that there will be some exciting new IDC/IDG partnerships launched in upcoming months. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Kristen Kim *IDG*

19

Peter Mayer *IDG List Services*
Neal Weinberg *Network World*

18

Janis Dempsey *IDC*

17

Diane Bobbitt *IDG*

16

Joseph Howard *IDC*

14

Gaby Salvisberg *IDG Switzerland*
Michael England *IDG Consumer & SMB*
Daniela Cimino *IDC*

10

Niclas Söderlund *IDG Sweden*
Jackie Dove *IDG Consumer & SMB*

7

Jessica Koch *IDG Australia*
Romelle Herring *IDC*

6

Sandra Adlesgruber *IDG Switzerland*
Israel Sanchez *IDC Mexico*
Loek Essers *IDG News Service*
Barbara Krasnoff *Computerworld*
Debra Bulkeley *IDG Communications*
Zoe Crowder *IDC*
Elaina Stergiades *IDC*
Jacklyn Kliem *IDC*

5

Jairo Moreno *IDC Mexico*
Kristin Dacey *IDG World Expo*
Marcus Torchia *IDC*
Gary Chen *IDC*

4

Joab Jackson *IDG News Service*

3

Juliana Santos *Now Digital Business (Brazil)*
Diego Silva *IDC Brazil*
Kate Hoy *IDG Connect International*
Jessica Bergström *IDG Sweden*
Andreas Ivarsson *IDG Sweden*
Cindy Vallee *IDC U.K.*
Rick Currier *IDG Tech Network*
Rari Hilditch *CXO Media*

2

Eric Schmidt *IT World Canada*
Claudia Medina *IDC Mexico*
Daniel Åhlin *IDG Sweden*
Michael Trier *IDG Germany*
Andrea Haberl *IDG Germany*
Sabine Schlund *IDG Germany*
Kevin Eberman *IDG Engineering Services Group*

1

Warren Shiau *IDC Canada*
Julio Barajas *IDC Mexico*
Carlos Alberto Bravo *IDC Mexico*
Thuong Vo *IDG Vietnam*
Robin Pollack *IDG Tech Network*
Marisa Preston *IDG Tech Network*
Sharon O'Neill *IDC*
Vanessa Thompson *IDC*

IDG Germany presents employees' editorial, best practices awards

IDG Germany recognized a group of high-performing employees at its recent company meeting by announcing the winners of two major annual awards.

The Excellence Award for IT Journalism was presented to Computerwoche Editor **Alexandra Mesmer** and IDG Business Media Team Leader Software & Infrastructure **Joachim Hackmann** for their article on the insolvency of Reutax, a staffing agency. The award is given to a journalist in recognition of content that has a high degree of ongoing value for the reader and has prompted a high degree of response from the media, readers and/or social media.

*CEO IDG Germany **York von Heimburg** (center) with the Journalism Award winners: Computerwoche Editor **Alexandra Mesmer** and IDG Business Media Team Leader Software & Infrastructure **Joachim Hackmann**.*

The Best Practice Awards are presented to individuals responsible for projects and process innovations that have made a significant and sustained contribution toward reaching the corporate goals of IDG Germany. They are:

- **A turnaround in reader revenues**: PC-Welt Deputy Editor-in-chief **Christian Löbering**. PC-Welt reversed a six-year downward trend in reader revenue for its family of publications through extensive market research to find out what content is in most demand for each title, focused on high-quality content, lucrative niches and high prices and created the first magazine app for its full suite of publications.
- **10 Years of the CIO of the Year**: Computerwoche Online Editor **Karen Funk**. The prestigious CIO of the Year event honors the best CIOs and presents the Top 20 awards, which showcase a range of innovative IT projects that solve business problems.

*The Best Practices winners (l-r): Computerwoche Online Editor **Karen Funk**, CIO Editor **Riem Sarsam**, IDG Germany CEO **York von Heimburg**, IDG Business Media Editor, Corporate Publishing **Katharina Friedmann**, IDG Entertainment Publisher **André Horn**, PC-Welt Deputy Editor-in-chief **Christian Löbering**.*

- **Meet the IBM Experts**: IDG Business Media Editor, Corporate Publishing **Katharina Friedmann**. This platform enables IT executives, IT professionals and IT users to get information related to cloud, analytics and big data, e-commerce, mobile and social media, ask experts for advice and have discussions with peers online.
- **Leadership Excellence Program**: CIO Editor and Manager, Executive Relations **Riem Sarsam**. This leadership seminar, a joint project between CIO Germany and the WHU-Otto Beisheim School of Management, is tailored to IT managers and the challenges they face. Participants also have opportunities to network at CIO Germany events.
- **High5 TV**: IDG Entertainment Media Publishing Chief **André Horn**. This YouTube original channel celebrates young digital culture: games, TV shows, movies, gadgets and the social web. It features original comedy, game shows, magazine content and related content from around the web. ■

unsunghero

Nicole Raymond

Sales manager

CIO Executive Council

*CIO Executive Council VP **Steve Dodman** named **Nicole Raymond** his group's Unsung Hero. "Nicole was brought into the CIO Executive Council as part of a high-growth investment plan with a mission to build a new sales organization from scratch. After three years and $7 million in new-business sales, Nicole and her team continue to penetrate the challenging end-user marketplace with CIO Executive Council services. She exemplifies all the qualities required for new-business sales leadership — a contagious positive attitude, optimism and problem solving, and she straddles the line between sharp attention to detail and strategic thinking."*

Name Nicole Raymond

Home Sutton, Mass.

Primary job responsibilities On paper, my role is straightforward — to build and manage the CIO Executive Council's outbound new-business sales team. But to me the role is essentially motivation and inspiration. I have seven (growing now to 12) high-performing individuals who explain a unique, complex and continually evolving product set to prospective clients, convincing them that we are the best resource to help CIOs succeed in the C suite. I make sure the sales team has the best resources, strategies and spirit to do that. I'm also responsible for recruiting and retaining talent within our team.

Three things I do in a day's work

- With the current expansion of my team I spend a great deal of time recruiting and interviewing for open positions. I'd rather spend the time to make the right hire than hire quickly and risk dragging my team down with a sub-par performer or a bad fit.
- I enjoy talking to our prospects, hearing about their challenges and matching those to the appropriate peer advisory and leadership development services. So I will often join my team on sales calls. To be a good leader, you need to be on the front lines.
- Forecasting new business revenue is extremely important. I spend time with each member of my team helping them with their territory planning. It can be tedious, but it's an essential ingredient in our strategic planning

*Sales Manager **Nicole Raymond** joined IDG in 2010.*

What I love most about my job I've been in a management role for six years, and the people I work with here are some of the best colleagues I've ever had the opportunity to work with.

A hot-button issue I'm dealing with on the job Lead generation. Selling to CIOs is a unique type of sale. On average they receive 200 prospecting emails a day. We have to stand out in the crowd by picking the right targets.

Career highlight The team I've assembled has closed more than $7.3 million in new business, recorded the Council's largest single sale ever ($138,000) and has netted three prestigious IDG Enterprise President's Club awards.

What others can't tell just by looking at me People see me as optimistic and upbeat but probably don't realize that I'm wicked competitive and never satisfied unless I exceed my goals, both personally and professionally.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - page 3 | NOTEWORTHY - page 7 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

Partner profile: CIO Peru publisher Saya Comunicaciones

Lima-based company, an IDG licensee since 2009, provides readers and clients with "IDG quality" despite small core staff.

SEE MORE ON PAGE 5

Also inside

IDG Germany monetizes event photo opportunities

One on one: IDG Australia Publisher Susan Searle looks at local reseller market, event business

IDG brands nominated for Eddie, Ozzie awards

IDC Center for Consultancy and Research's Piyush Singh paints to benefit education-focused charity.

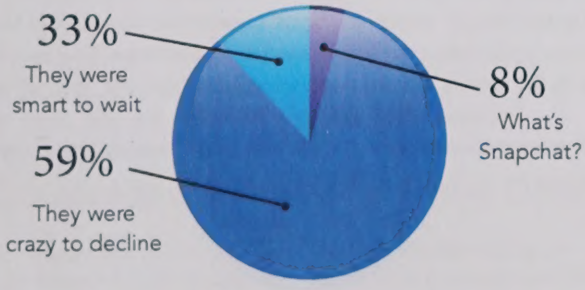
SEE MORE ON PAGE 6

Unsung hero: IDC Latin America Senior Analyst Jocelyn Galan is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

What do you think of Snapchat declining a multi-billion-dollar proposal from Facebook?



Log on to www.idgcentral.com to vote on this week's question:

Do you wear a watch?

CLICK HERE

IDG U.K.'s youngest reviewers paid in pizza

Sebastian Tomaszewski** and **Lexi Jary

Staff at IDG U.K.'s PC Advisor and Tech Advisor have had great success by widening their standard product category coverage to include the burgeoning childrens' technology sector. And they are getting an assist from some pint-sized product reviewers with close ties to the company.

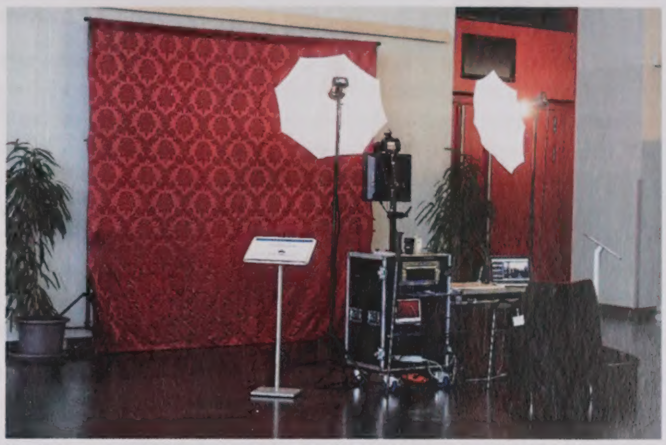
SEE MORE ON PAGE 4

Steal this idea

IDG Germany monetizes fun photo opportunities for event-goers

ORACLE
BUSINESS MEDIA GMBH
accenture
accenture

*IDG Business Media Publishing Director **Michael Beilfuss** (far left) and CIO Germany Editor-in-chief **Horst Ellermann** (second from left) pose with the winners of the 2012 CIO Young Talent award winners in front of a backdrop displaying sponsor logos.*



The IDG Germany events team rents this Fotoboxx equipment from the show photographer. Attendees can use a foot pedal to snap their own photos, which they can choose to print on site or have sent to them as digital files following the event.

The events team at IDG Business Media GmbH has been adding an element of fun to some of the company's events that not only generates goodwill and fond memories among attendees but an additional source of revenue from event sponsors. At select events — typically those with an evening component such as an awards dinner or a two-day conference with a dinner — they set up a "Fotoboxx" in a lobby area where attendees can take photos of themselves and their colleagues.

The Fotoboxx consists of a background wall — sometimes with and sometimes without sponsor logos — and a camera with a foot pedal that attendees can use to snap their own photos. The team also occasionally supplies an array of funny props — sunglasses, umbrellas, plastic flowers and so on — that attendees can use to embellish their photos. Attendees have the option of printing their photos on site or having the digital files sent to them following the event.

According to **Susanne Schubert**, IDG Business Media director of events, sponsors were offered the option of purchasing the branded wall separately or as part of a larger sponsorship package. To date, this option has only been offered at the CIO of the Year event, where it proved very popular with sponsors.

BEST in CLOUD
23.-24. Oktober 2013
Frankfurt Marriott Hotel

Winners of a Computerwoche Best in Cloud award used the Fotoboxx to create a visual memory of their achievement.

Schubert says her team rents the Fotoboxx equipment from their show photographer at a cost of approximately $750 for four hours. And while it is theoretically not necessary for an IDG Germany staff member to be present, "it's good to have someone nearby who can assist with any issues that might arise."

For more information, contact Susanne Schubert. ■

IDG brands nominated for Eddie, Ozzie awards

Computerworld, CIO and Network World are among 500 finalists for FOLIO:'s annual Eddie and Ozzie awards, which recognize excellence in editorial and design. More than 2,300 entries were submitted this year by all segments of the U.S. magazine publishing industry. Winners will be announced at a ceremony on Dec. 5 in New York City.

Computerworld is nominated in the following editorial categories: Business to Business (Technology/Computing/Telecom): Single Article, Full Issue and Best Stand-Alone Digital Magazine.

In the Overall Digital Category, Computerworld.com is nominated for Best Online Column or Blog, Best Online Community/BtoB and Best Use of Video/BtoB.

Computerworld is also up for design awards for Best Cover, Best Feature Design and Best Use of Illustration (BtoB above 100,000 circ).

Network World is in the running for an editorial award for Best Digital Edition/BtoB. CIO Magazine is nominated for Best Feature Design/BtoB.

See the full list here.

OneonOne

Susan Searle

IDG Australia

The president and publisher of IDG Australia's Channel Division is this week's columnist. Reach her at susan_searle@idg.com.au.

Q Can you talk a little about the importance of the reseller channel in Australia and Australian Reseller News' (ARN) role in serving it?

A As in any sophisticated economic environment, a channel or distribution strategy is imperative to achieve sales effectiveness. The IT industry is no exception, and much of Australia's industry growth over the past two decades has been driven by the IT reseller channel. Successful channel partners are IT vendors' biggest competitive advantage as they are the trusted advisors and most important influencers on customer buying decisions, particularly at the enterprise and mid-market levels.

So that channel partners can be successful in their business and therefore deliver optimum sales results for their vendors, they need to be informed, educated and enabled. This is ARN's role. By serving media and events to reach this influential and powerful audience, ARN fulfills the B2B promise of linking sellers and providers. Not only does ARN serve the information needs of this audience through editorial, we enable the channel with advertising and marketing opportunities.

Q What kinds of issues are priorities for your customers? How does ARN work to meet those needs?

A As always, we have two sets of customers. The priorities of our reseller and distributor audiences are to be the most effective consultants to their customers but also to be successful in running their (often small) businesses. Therefore, ARN runs technology and product content but also industry- and market-related information to platform channel opportunities and effective business strategies. Marketers are always looking for new and vital ways of engaging with the channel to win their attention and loyalty. ARN ascribes to the IDG philosophy of providing marketers with whatever mechanism will deliver their message best, whether it be digital, leads, events or yes… still print!

Q What percentage of your revenues derive from print, online and events? How have those numbers shifted in the recent economic downturn?

A As print declines there have been the inevitable shifts. From FY12 to FY13 print went from 35% to 30% of revenue, online went from 32% to 33% and events from 33% to 37%. Economics played less of a part than marketing trends, and vendors love events and leads right now.

Q Can you briefly describe ARN's event portfolio?

A Our biggest event is the annual ARN ICT Industry Awards. Not only does it deliver a high percentage of ARN's profit, it has contributed enormously to ARN's profile. It is now the most popular IT event in Australia, attracting nearly 700 people (the Sydney Hilton Ballroom at capacity) and has become a calendar holder from year to year. This has pushed the ARN brand way above its competition, which had to cancel rival events in the wake of ARN's success. This, of course, has a flow-on effect to other events and media.

We do the normal mix of roundtables, executive dinners, forums, panels and briefings, and these keep us, and our marketers, frequently in front of our community.

One event we launched in 2012 was the Women in ICT Awards (WIICTA), which recognize and celebrate gender diversity in an industry notorious for its male dominance. The IT industry embraced the awards as many companies have established diversity councils in a bid to correct the imbalance and therefore achieve higher productivity within their teams. There are six awards: achievement, entrepreneur, innovation, community, technical and rising star. We will hold the 2013 WIICTA on Nov. 27. I'm really proud of this one.

Q ARN and its events are star profit performers for IDG Australia. What's your secret?

A The ARN portfolio of products was responsible for 40% of Australia's revenue in FY13 and a little over half the gross profit. ARN has an amazing team that all work brilliantly together to deliver our programs. With events, the sales team take ownership and is closely involved in working with our events and database managers.The rest is done through extraordinary support from the editorial team.

Q What are your top challenges for 2014?

A The challenge is always about growing our business but to do that we need to champion our audience. IT audiences and their role in the buying process are never static. The IT channel is no different and technologies like Cloud are both threats and opportunities for its future. ARN's role is always to inform but also to coach our audience about the importance of staying relevant and central to their customers' buying process. That advocacy will drive ARN's editorial focus and events content in 2014. ■

> "The ARN ICT Industry Awards deliver a high percentage of ARN's profit...and is now the most popular IT event in Australia, attracting nearly 700 people (the Sydney Hilton Ballroom at capacity) and has become a calendar holder from year to year."

IDG U.K. targets growing kids' tech sector to attract new audience

Staff members' children provide input for product reviews, pitch in with YouTube video reviews

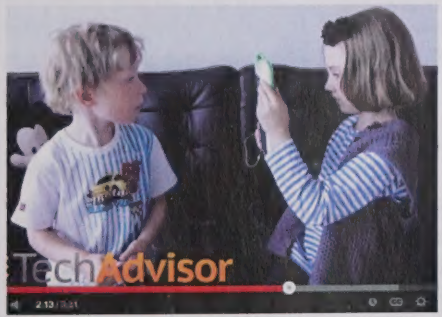
IDG audience research presented at this year's Global Product Line Meeting by IDG Research Services General Manager/VP **Janet King** looked at the growing viewing and purchasing power of women and the millennial generation.

One way to attract these groups is to look outside of regular tech categories at products they may be interested in. "If more women than men make the final decision for buying computers — and 66% do, according to IDG Research Services — then that's an audience that needs to be addressed," said **Simon Jary**, publishing director at IDG U.K.

IDG U.K.'s PC Advisor (PCA) and Tech Advisor have had great success by widening their standard product categories to include the burgeoning children's technology sector.

Last year Lexi Jary, Jary's then six-year-old daughter, helped him review the top two children's tablets: Leapfrog's LeapPad and VTech's InnoTab. She spent time with each and talked through her verdicts, helping to shape the online text reviews.

Since the reviews were so popular — garnering more than 400,000 views — the PCA team wrote supplementary articles, such as 'best place to buy,' comparison reviews, roundups of child-safe headphones and tutorials on parental controls for iOS and Android devices. The cross-linked articles and reviews led the relevant search results over the important Christmas period.



*Lexi Jary, the seven-year-old daughter of IDG U.K. Publishing Director **Simon Jary**, reviews the LeapFrog LeapPad Ultra with the help of five-year-old Sebastian Tomaszewski, son of IDG U.K. Multimedia Editor **Dominik Tomaszewski**.*

Since parents and millennials often use YouTube to view user reviews of possible toys, Lexi was called in to the office to record a video review of the LeapPad 2. Jary said his daughter had some previous video experience, as she was an unpaid actor in a 2011 trailer for an iOS nursery rhymes app that has been viewed 88,000 times.

"I was amazed at her research and diligence," he said. "Lexi rehearsed her video review in front of her toys the day before the shoot. She came into the office more prepared than some of our journalists would be." The video was filmed by IDG U.K. Tech Media's Multimedia Editor **Dominik Tomaszewski**.

The LeapPad 2 ended up being last year's top-selling Christmas gift, and the video garnered 15,000 views on PC Advisor and 17,000 on the brand's YouTube channel.

Lexi was called back to the PCA office to film a video review of the new LeapPad Ultra tablet, which launched in July, this time alongside Tomaszewski's five-year-old son Sebastian.

*IDG U.K. Publishing Director **Simon Jary** and daughter Lexi.*

Last Christmas, PC Advisor's partnership with Amazon brought in more than £1,000 (US$1,600) of affiliate revenue through sales of the tablets, software and accessories via a widget placed on PCA's LeapPad review page, and more is expected this holiday season.

"Tech products for kids is an under-reviewed category, and we exploited this with great success last year and expect high volumes of traffic this year, too," Jary said. "I guess we exploited the children, too, as they were paid with a pizza lunch following the video shoot, although they did get to keep the tablets."

"We plan to keep reviewing this growing product category as it brings in new audiences that are younger and more female. We're also capturing the next generation after the now-aging millennials, which we call 'Generation Tap,' as they were born into the world of touch-screen technology," Jary said.

Jary said he doesn't fear that appearing on YouTube invades his child's privacy. "You can't keep kids 100% off social media and the Internet. We're very aware of how much time Lexi spends on the computer, iPhone, iPad or whatever kid tech she's helping to review, and this is restricted in the same way her time in front of the TV is."

Lexi is, however, allowed extra time on the iPad to help review kids' apps for the IDG U.K. Tech Media sites. PC Advisor's top-ranking roundup of Best Maths Apps for Kids is an example of where editors' children can be used to help create content aimed at the millennial generation of parents, keen to use technology to educate and entertain their offspring.

"The content brings in a new audience and is very cheap to produce," Jary said. "Although now that she's seven, Lexi has started asking if our other journalists are just paid in pizzas."

Follow Lexi on Twitter or contact her dad. ■

Partner profile

Peruvian licensee provides readers, clients with IDG quality despite small staff

Company name: Saya Comunicaciones S.A.C.

Location: Lima, Peru

Brand published under license to IDG: CIO Peru (online)

Number of employees: Three; all work independently from home offices.

Primary IDG contact: Director Franca Cavassa

Year license signed with IDG: 2009. Cavassa said her relationship with IDG began in 1991 when El Comercio, Peru's leading newspaper, signed a license to publish PC World and distribute it with the newspaper every other Wednesday. "During the 15 years I worked there, I was in charge of PC World, Computerworld [published under license from 1993 to 2001] and several other IT-related brands," Cavassa said. "When I left El Comercio, I worked with [International Publishing Services President] **Jim Sullivan** on a license to publish CIO in Peru."

The entire Saya Comunicaciones staff is made up of ***Jose Antonio Trujillo****, journalist;* ***Franca Cavassa****, director; and* ***Úrsula Bazo****, webmaster.*

Competitive landscape: CIO Peru is the top business IT brand in Peru, Cavassa said. "We have competitors, but most of them cover not only technology but also general-business stories or gadgets, so there are few publications here that specialize solely in business IT." Direct competitors include the sites America Sistemas, IT Users and Common Digital; and the new magazine Tech & ROI. Indirect competitors include the consumer technology site PC World, no longer produced by El Comercio but by another Peruvian IDG licensee, Qwerty Comunicadores. "All of these competitors are locally owned and, except for PC World, have no or little international content," Cavassa said. "They depend on the press releases from international companies with offices in Peru for that."

Biggest competitive challenges: "The biggest challenge is to get more ads from companies," Cavassa said. "We have very good content on our site, but it is still difficult to get ads from the agencies that manage campaigns for companies in Peru. There is still a lack of vision at some companies about the advantages of a specialized CIO portal. A number of advertisers still prefer to run ads in general newspapers, although they do not target specialized readers like we do. Fortunately, this is changing." Cavassa said her team is very experienced in both IT and business reporting. "Our relationship with IDG gives us different kinds of content to offer to our readers," she continued. "We can provide international content about the latest news in IT before other local magazines and sites. We also offer videos of the main events we cover, made by our staff or freelancers or provided by event organizers. All of this improves our search engine positioning since we do not have the same content that appears repeatedly on other local sites."

Benefit of partnering with IDG: The chief value, Cavassa said, is the access to global information in real time. "It is also very valuable to have a strong brand, especially when we deal with international executives. They know the CIO brand and do not need an explanation of the quality of our work. They expect IDG quality."

Events: Saya produced three one-day events on Business Intelligence, Confidence and Security in Cloud Computing and Mobile Device Managment this year, up from two in 2012. "We always want to focus on a new topic for each event, but we choose them based on surveys done at prior events, which is why we repeated Cloud Computing this year," Cavassa said. "We also have an advisory council of CIOs and industry analysts who contribute their ideas for future topics." She said all of Saya's forums combine presentations from industry analysts, providers, CIOs and panel discussions. Each event drew approximately 120 attendees, most of them CIOs or ranking officials from government departments. "That is the appeal of our events — they are meetings for CIOs," she said. ■

Offsite profile

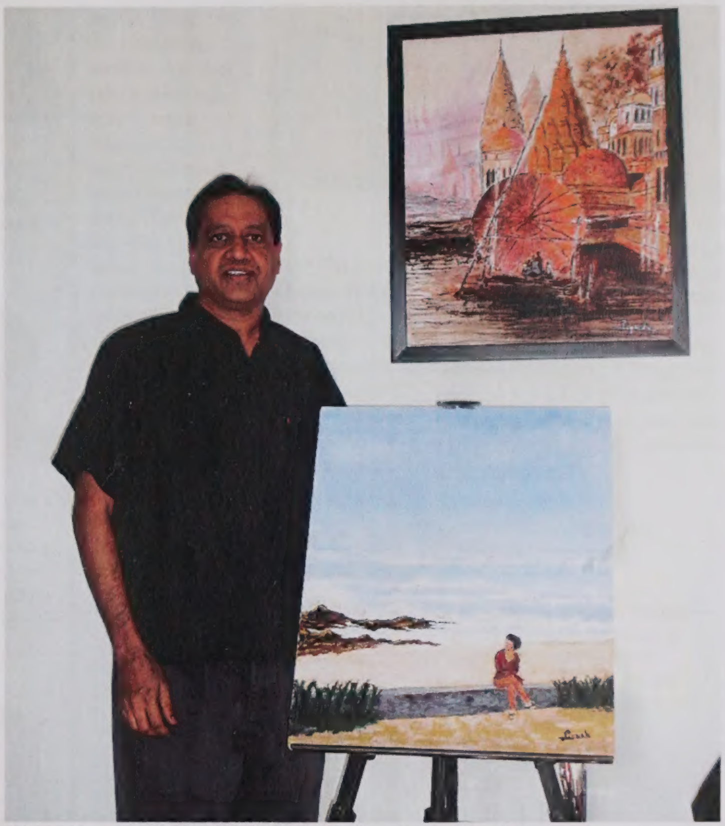
IDC CCR's Piyush Singh hopes to turn his love of painting into support for his charity

For most of his life **Piyush Singh** has had an on-again off-again interest in painting but several months ago, after seeing an opportunity for his occasional hobby to fund a local charity to which he is deeply committed, he returned to his easel on a regular basis.

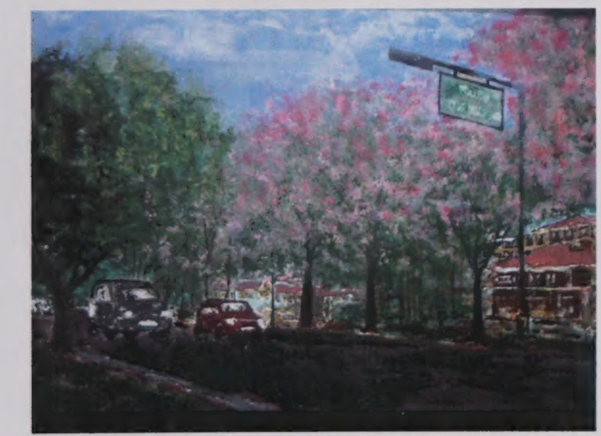
"As kids, many of us love to paint, and that's when I started," explained the Bangalore, India-based managing director of the IDC Center for Consultancy and Research. As he grew older other activities replaced painting for the most part, though he did briefly revive his interest during college after participating in several cultural events where he won prizes for his artwork. "But when I entered the corporate world, again, this activity took a backseat, and I painted only occasionally, perhaps once every three or four years."

Then, this past June, Piyush, who has never had any formal art training, and his daughter, decided to spend some time together painting. "I bought us a bunch of supplies, but my daughter quickly grew bored. I kept at it and soon came up with an idea to build a collection of paintings, which I will try to sell next year at an event to raise money for the Shikshadeep Foundation." The Shikshadeep Foundation is a charitable organization Piyush founded in 2011 to provide financial assistance to impoverished young people who want to attend university.

"So that is now what keeps me going," said Piyush. "You could say I am now painting for a cause. I hope that it all works out!" To date, he has completed approximately 30 paintings (acrylic on canvas) and several charcoal sketches.



IDC CCR Managing Director ***Piyush Singh*** *rededicated himself to painting earlier this year when he came up with an idea to sell his artwork to help fund scholarships for disadvantaged young people.*



Singh said he typically paints from photographs taken during holidays and other travel.

Piyush, who says he paints for two to four hours a week on weekends, said he prefers to paint landscapes and paints mostly from photographs. "It's much easier as photos provide a two-dimensional frame of reference." Nevertheless, he said as he begins each painting he is filled with some anxiety. "You don't know how the painting will turn out when you start," he explained. "As you put on the initial layers of color, the whole thing appears to be heading toward a fiasco. It is only toward the end, when you start applying the finishing touches that some semblance of respectability is attained."

Piyush joined IDC on Jan. 1, 1994, and among various assignments in India, Hong Kong and Singapore, also served as managing director of IDC Asia Pacific in Singapore. In April 2005, he returned to India to establish IDC CCR.

Contact Piyush Singh. ■

noteworthypeople

New employees

Eric Burgener joins **IDC** as a research director, Storage. He was previously VP of product management at Virsto Software and a consultant to several enterprise software storage startups. He holds a B.A. from Bowdoin College in Brunswick, Maine, and an MBA from the University of California/Berkeley. He enjoys cycling, playing piano in wine bars and spending time with his wife and their two Labrador retrievers, Bonnie and Clyde. eburgener@idc.com

Munindra

New at **IDC Indonesia**'s Jakarta office is Market Analyst **Mevira Munindra**. She previously worked as a financial analyst for an independent consultant within the energy industry and has also worked in the entertainment and non-profit arenas. She earned a B.A. in management from Indonesia's Bandung Institute of Technology and an M.A. in international business from Hult International Business School's San Francisco campus. She enjoys reading, movies and "hanging around in quiet coffee shops and bookstores." mmunindra@idc.com

Kurniadi

Also new at **IDC Indonesia** is **Agus Kurniadi**, research manager with the Financial Insights research group. He was most recently a financial analyst with Barclays Bank in London and an application development analyst with Mizuho Corporate Bank in Singapore. He holds a B.S. in business administration from the University of Arizona and an M.A. in finance and investment from the U.K.'s University of Nottingham. akurniadi@idc.com

Quimora

Rodalyn Quimora joins **IDC Philippines**' Manila office as a sales manager. She has nearly 20 years of IT sales and marketing experience, most recently as a country sales manager with Excelpoint Systems. A graduate of the University of the Philippines, she holds a B.S. in computer science. She enjoys travel, music and reading. rquimora@idc.com

Ye

Also new at **IDC Philippines** is PS&T Associate Research Editor **Jemima Ye**. Previously an interpreter and group leader of the 16th China International Fair for Investment and Trade in Xiamen, she graduated from Xiamen University with a double major in English and news broadcasting. Away from the office she enjoys watching sports and reading. jye@idc.com

Wong

Account Executive **Fiona Wong** focuses on event sponsorship sales at **IDC Singapore**. She most recently worked for ShareInvestor Pte. Ltd. in event sponsorship sales for leading banks and brokerage firms in Singapore, Malaysia, Indonesia and Hong Kong. She holds a B.A. in international business from the University of East London and in her spare time, enjoys painting, reading and swimming. fwong@idc.com

Yao

IDC China has hired **Jeffrey Yao** as associate vice president, Enterprise System, Software and Services. He was previously head of APJ Server Solutions Marketing at Dell Computers and holds an M.S. in electrical and computer engineering from Concordia University in Montreal, Canada. jyao@idc.com

Transfers

Riley

Nelva Riley, who most recently worked in a dual role supporting international licensing and administration with IDG International Publishing Services and as executive assistant to IDG Communications President **David Hill**, is now executive assistant to IDG Enterprise President **Matthew Yorke**. A 10-year IDG veteran, she was previously the executive assistant to former IDG Communications Worldwide CEO Bob Carrigan. nriley@idgenterprise.com

Svitek

IDC Singapore has hired IDC CEMA Developer **Martin Svitek** as an application development manager responsible for project management of all development projects in the Asia Pacific region. He has an M.A. in software engineering from Czech Technical University in Prague, Czech Republic and has participated in exchange programs with Union College in Schenectady, N.Y., and Nanyang Technical University in Singapore. He spends his free time with his two-and-a-half-year-old son, reading books and playing badminton. msvitek@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Birgit Götz *IDG Germany*

29
Bill Laberis *IDG Enterprise*

25
Sally Reinfeld *IDG*

23
Susan Middleton *IDC*
Michaela Maack *IDG Germany*

22
Gabriella Meijnckens *IDG Netherlands*

20
Przemyslaw Gamdzyk *IDG Poland*
Todd Simms *IDG Consumer & SMB*

19
Timothy Greene *Network World*

17
Paul McNamara *Network World*

16
Ludovic Poussier *IDC France*

14
Neil Bennett *IDG U.K.*
Snjezana Popovic *IDG Germany*
Sally Zahner *IDG Consumer & SMB*

13
Ellen Hughes *IDC*
György Dragon *Project/029 Media and Communications (Hungary)*
Robert Swiniarek *IDG Poland*
Isabella Tillmann *IDG Germany*
Sean Greathouse *IDG Engineering Solutions Group*

11
David Senf *IDC Canada*

10
Michael Hennesey *IDC*
Helene Chappell *IDC U.K.*

9
Shinji Kozaki *IDC Japan*

7
Elzbieta Jakubowska *IDG Poland*

6
Maria Belen Alemany *IDC Argentina*
Stefanie Klapetek *IDG Germany*

3
Robert Theunissen *IDG Netherlands*
Hack Warrensford *IDG*

2
Maringo Vlijter *IDG Netherlands*
Daniel Krakowski *IDG Sweden*
Lena Klaesson *IDG Sweden*
Brian Hawthorne *CXO Media*
Eric Voellings *CXO Media*
Michael Thompson *CXO Media*
Andrew Ferris *IDG Enterprise*

1
Maritel Mattias *IDC Brazil*
Sandra Wenisch *IDG Germany*

unsunghero

Jocelyn Galan

Latin America Senior Analyst, Research Operation Center

IDC Latin America

IDC Latin America Research Quality and Operations Director ***Rosa María Peñalva*** *named Senior Analyst* ***Jocelyn Galan*** *her team's Unsung Hero. "Jocelyn is part of the Research Operation Center (ROC) team in Latin America. In her role as team leader, she manages the operational tasks of different consumer technologies such as the PC, Tablets, Monitors, Mobiles and Monthly Trackers. She has shown great professionalism and commitment to IDC. She looks for ways to evolve the programs and improve their quality. Our internal customers, who in general are program managers, trust that the work she does will be excellent. She really makes a difference."*

Home Mexico City, Mexico

Tenure I joined IDC in January 2010 as a consulting trainee, helping the country manager with some local projects.

Primary job responsibilities Currently I'm in charge of running the operative processes for consumer quarterly and monthly Trackers all over Latin America, which involve PCs, Tablets, Hardcopy, Mobile Phones and Monitors. These tasks include creating new working tools, defining working process, working with databases, creating quality controls and managing all the different data sources.

Three things I do in a day's work

- Talk with program managers and local analysts to understand their needs and create new tools to automate processes and improve data quality.
- Work on interpreting and classifying data, such as import records, regional and global vendor feedback and local interviews.
- Create Trackers and presentations for regional vendors.

What I love most about my job The interaction with people of many different countries. I enjoy all the knowledge and experiences they share with me.

A hot-button issue I'm dealing with on the job Currently we are facing taxonomy changes for the PCs and Mobile Phones Trackers. This will mean we have to restructure the tools we use and also complete the quarterly process in one month.

Senior Analyst ***Jocelyn Galan*** *joined IDC Latin America in 2010 as a trainee.*

Latest accomplishment I created a tool that automates the process of estimating the splits for the PC Tracker, which was replicated to the rest of the consumer technologies. Using this tool we save about four days of work.

Career highlight Developing and managing the whole process and tools for Consumer Trackers in Latin America.

What I'm doing to be a better employee I try to share ideas, and I'm always open to suggestions about my work and making any changes.

Interests outside the office I love going out with my fiance, friends and siblings. On the weekend I like playing tennis or cycling, and I like going to the beach on vacations.

What others can't tell just by looking at me Most people think I'm shy or quiet, but once they talk with me they realize that I'm really talkative, especially with my colleagues.

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Jocelyn Galan *IDC Latin America*
Simon Jary *IDG U.K.*
Rosa Mariá Peñalva *IDC Latin America*
Carolin Schmid *IDG Germany*
Susanne Schubert *IDG Germany*
Susan Searle *IDG Australia*
Piyush Singh *IDC CCR*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

Friedenberg promotes four to IDG Communications Leadership Team

Matthew Yorke (IDG Enterprise), Bob Melk (IDG Consumer & SMB), Kumaran Ramanathan (IGS) and Pam Stenson (CIO Executive Council) have new roles and join the 10-member IDG Communications Leadership team.

SEE MORE ON PAGE 2

Also inside

IT CEOCIO wins Dell contract for online community

Innovative IDG Australia ad campaign lets qualified readers review Fujitsu products

DEMO Africa draws high-level audience

One on one: IDG Research Services' Janet King

IDG Enterprise's Stan Gibson turns a mundane task into an award-winning speech.

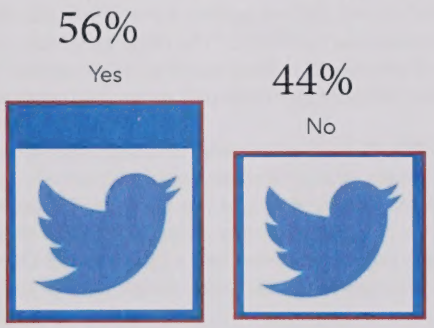
SEE MORE ON PAGE 7

Unsung Hero: IDG Enterprise Custom Solution Group's Chris Bresnahan is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Would you invest in the Twitter IPO if you had the means?



Log on to www.idgcentral.com to vote on this week's question:

What do you think of Snapchat declining a multi-billion dollar proposal from Facebook?

CLICK HERE

Video interviews address a wide range of tech media activities, challenges

Angelica Lundin
Sales Associate, Enterprise IT Sales, IDG Sweden

Fourteen IDG managers talk about their impressions of the tech media market and the day-to-day work their businesses are doing related to mobile advertising (IDG Sweden's Angelica Lundin, above) video monitization, effective telemarketing, data-driven publishing strategies, native advertising, real-time editorial analytics and more. These five- to 10-minute video interviews were filmed during the recent IDG Global Product Line Meeting in Dublin. Click here to view the complete list of interviews and links.

IT CEOCIO wins Dell contract for online community in China

*The members of IT CEOCIO custom editorial group working on Dell's online community are (l-r): **Zhang Jiayi,** audience development manager; **Sun Lianhuan**, editor; **Feng Lei,** project director; **Shi Na**, community manager; and **Li Yunzhi**, director of technology.*

IT CEOCIO, IDG's leading media brand for CEOs and CIOs in China, signed an agreement with Dell Computer China this fall to co-design and manage Dell's new Chinese-language online community, Agile IT. The contract, IT CEOCIO's largest this year, will run for nine months through June 2014.

The new online community is currently operating as a separate channel inside IT CEOCIO's online site, CIO.com.cn. In addition to strengthening its brand in China, Dell believes the Agile IT channel will steer Chinese CIOs, IT managers and other IT decision makers to the company's many forums and other offline events.

"We were very pleased and honored to win the Dell China contract," said Mr. **Li Zheng**, publisher of IT CEOCIO. "We are especially pleased because IT CEOCIO beat out five major online IT competitors in China to win the Dell business. Our team is now generating 15,000 to 25,000 page views per day on the site, and we've already registered more than 1,000 unique visitors, many of whom work for some of the leading companies in China.

"Because the Dell channel resides on CIO.com.cn,"added Mr. **Yue Zhanren**, managing editor of IT CEOCIO, "and some of the traffic to Agile IT comes to us from competitive IT websites in China, in addition to helping Dell, we're also attracting potential new readers to IT CEOCIO."

The Agile IT community is managed by IT CEOCIO's custom editorial team. Content includes articles written by members of this group, contributed blog posts and articles from Dell, most of which are edited by IT CEOCIO's custom editorial team.

IT CEOCIO also provides a dedicated community manager for the Dell project, who facilitates online discussions and contributes her own blog posts.

This is the sixth online community that IT CEOCIO has built for Chinese advertisers during the past two years. Other online community clients include IBM, HP and some local IT companies.

All vendor-sponsored online communities hosted by CIO.com.cn are managed by IT CEOCIO's custom editorial team.

For more information, contact Xiang Huang, editor-in-chief of China Computerworld Media Group. ■

Friedenberg promotes four to IDG Communications Leadership Team

Yorke, Melk, Ramanathan, Stenson in new roles

Yorke

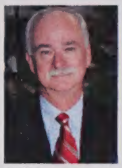
Melk

Ramanathan

Stenson

Longo

Sheer



Hill

Arnot

O'Malley

Dolaher

Michael Friedenberg, CEO, IDG Communications Worldwide, today announced the promotion of four IDG executives. All promotions are effective immediately.

Matthew Yorke has been named CEO of IDG Enterprise. Previously CEO of IDG Global Solutions, Yorke will now have responsibility for IDGE's media brands (Computerworld, InfoWorld, Network World, CIO, DEMO, CSO, ITworld, CFOworld and CITEworld), U.S. corporate accounts, IDG Global Solutions Custom Solutions U.S., and IDG Research Services.

Bob Melk is now president of IDG Consumer & SMB, where he will lead the development of PCWorld, Macworld and TechHive. Melk spent the last nine years at IDG Enterprise, most recently as SVP, group publisher and CMO.

Kumaran Ramanathan, previously managing director of IDG Global Solutions, has been promoted to president of IGS, the international sales and marketing division of IDG Communications.

Pam Stenson, has been promoted from senior VP and general manager to president of the CIO Executive Council.

"Matt, Bob, Ram and Pam have continued to raise the bar and have played a leading role in the innovation and growth of IDG," said Friedenberg. "They are all exceptional leaders who will take their respective businesses and teams to new heights."

In these new roles, Yorke, Melk, Ramanathan and Stenson join the following colleagues to form the IDG Communications Leadership Team:

Keith Arnot, VP of International Finance, with oversight of the International Controller's Office in London.

Mary Dolaher, CEO of IDG World Expo.

David Hill, president, IDG Communications, with oversight of IDG Engineering Solutions, IDG International Publishing Services and Corporate Communications.

Pete Longo, CEO, IDG TechNetwork and chief digital officer, IDG Communications U.S.

John O'Malley, CEO, IDG Connect, IDG Direct and IDG List Services.

Piper Sheer, SVP, Human Resources, IDG Communications. In addition to HR oversight for IDG Communications, Sheer is also responsible for the Compensation and Training and Development functions. ■

OneonOne

Janet King

IDG Research Services

The VP and general manager of IDG Research Services is this week's columnist. Reach her at janet_king@idgresearch.com.

> "Optimizing content for mobile [is] a central requirement to successfully engage with this generation. Not only are millennials consuming a variety of content from mobile devices (news, social media, video), but 90% are engaging with advertising or promotions on their mobile devices and 78% have taken a purchase-related action as a result of seeing those promotions."

Click here for Janet King's presentation and interview at the IDG Global Product Line Meeting.

Q You presented the results of a major IDG research study at last month's Global Product Line Meeting. Can you tell us a bit about it?

A For the last four years IDG has been conducting a piece of global research to coincide with the annual Global Product Line Meeting. The research is designed and managed by the team at IDG Research Services. The intent of this research is to provide IDG business units with new insights about our audiences and our markets to help inform strategic planning decisions as we kick off a new fiscal year. Historically, we survey visitors to our own websites and magazines around the world so that we may better understand the needs and behaviors of our existing audiences. This year, however, we took a different approach, focusing on an audience segment that we do not widely reach but that offers significant growth opportunity for IDG: millennials.

Defined as those born between 1980 and 1995, millennials are between the ages of 18 and 34 years old today. This is a generation that numbers 2.5 billion worldwide (one-third of the world's population) and has a significant impact on consumer spending and workplace dynamics. By 2025, for example, 75% of the global workforce will be millennials. They are the next generation of technology consumers and IT leaders. And, as we have seen with countless consumer behaviors in areas like mobile, social and ecommerce, millennials' experiences as consumers will influence their habits in the workplace. As such, this is an audience that IDG needs to understand from both a B2C and B2B perspective, to ensure we are making decisions and adapting our business models to attract and retain millennials with a personal passion and/or professional interest in technology.

To help achieve that goal, we conducted an online survey among millennials in eight countries: the U.S., U.K., Germany, Sweden, Netherlands, Australia, India and China. To ensure we had an unbiased view of this important, prospective audience, we leveraged a third-party panel (rather than visitors to our own websites/magazines) to survey 18- to 34-year-olds who identify themselves as active (weekly) consumers of technology content and information. We received 910 completed surveys during August 2013: 442 were identified as IT decision makers at work (career techies); 468 were identified as technology consumers (tech consumers).

Q Can you share some of the overall technology/digital trends that are shaping this generation?

A We uncovered a lot of interesting detail about millennials and technology, and that detail is available in the research deck on IDG Central for use within IDG (internal use only). Broadly, it boils down to five key areas.

1. Millennials are a mobile-device-driven generation. In fact, 82% report they have a mobile device within reach at all times.

2. They have a native connection to the Internet and social media, with 86% indicating they use three or more social media sites. And while the vast majority remains invested in YouTube and Facebook (sites that launched as the last of millennials entered their teenage years), they are also quick to adopt newer services like Google+, Pinterest and Instagram.

3. Millennials have a demonstrated interest in tech content (531 million millennials worldwide visit tech websites each month, clearly showing their appetite for tech content) and an appreciation for technology innovation, a fact reflected in their content preferences and buying habits (60% report that they like to have the most popular tech products with the latest design).

4. They are comfortable in the role of technology advisor (two-thirds note other people often ask them for advice before purchasing tech products and/or that they enjoy discussing their tech experiences with others).

5. They demonstrate a broader acceptance of data targeting than older generations, especially if they perceive an exchange of value (an opportunity to save money or receive more relevant content/offers).

Q How do these experiences affect the media preferences and behaviors of millennials?

A Millennials' experiences influence their media behaviors in many areas. A few of the findings include:

- They are less likely to opt out of targeted advertising than older generations: five out of 10 millennials report doing so versus eight out of 10 Gen X/baby boomers (those 35 years and older).
- Millennials express widespread interest in content related to new gadgets and electronics, software, apps and tech innovations. They are also interested in a wide variety of topics beyond tech (news, food/cooking, travel, science, health, careers, etc.) suggesting opportunity for marketers and media companies to target and engage with

continued on page 6

Steal this idea

Innovative IDG Australia campaign lets qualified readers review Fujitsu products

Cherry Yumul's quick catch-up with a Fujitsu marketing manager over coffee appeared to be grinding to an unproductive end. "I'd asked him about his thoughts around his next media plan and he said that he didn't have the budget to do anything with me in the foreseeable future, and, in fact, was finding it more and more difficult to measure ROI from digital and print advertising campaigns," recollected Yumul, business development manager at IDG Australia. Coffee finished, Yumul had already put away her notes, and they were getting ready to leave when she asked if there was anything he'd always wished he could do but didn't have the resources or bandwith for.

Her client told her that he found that people who get a chance to try out Fujitsu notebooks and tablets are generally impressed by their performance, often opt to buy and recommend them to their peers. "He said experience with the product that subsequently results in word-of-mouth recommendations is what sells his products and that if he had a lot more people doing this, his business would be better off."

Without missing a beat, Yumul suggested inviting the audience of Good Gear Guide to test drive the products and write reviews for publication on the Good Gear Guide website. "Good Gear Guide's readers are tech-savvy professionals who would know what to look for in a device to be able to make sound judgments about its quality, performance and design," Yumul said. "Peer testimonials are influential and trusted, and these days there is no denying that customer reviews greatly drive sales."

The client was thrilled with the idea, Yumul said, "but before we got carried away, I warned him that our audience would tell it like it is, meaning if the product didn't meet their standards, I wouldn't expect them to mince their words. And Good Gear Guide wouldn't want them to anyway. Besides, a balance of information is critical to legitimize the positive reviews."

The client agreed and said he did not mind at all if a review was positive or negative as long as was genuinely descriptive and fair.

Thus was born project Ten Day Test Drive. "My client saw this as an effective advertising campaign that would allow Fujitsu to achieve a meaningful engagement with a targeted audience, get their message out to the market and generate sales leads. He said he was going to find money for it!" Yumul said. "I, on the other hand, knew that this partnership would enhance the buzz around the revamped Good Gear Guide website."

The Ten Day Test Drive project, fielded on behalf of Fujitsu was the result of a great team effort, noted IDG Australia Business Development Manager ***Cherry Yumul.*** *Colleagues involved with the project included (l-r):* ***Andrew Widjaja****, developer;* ***Alexandra West****, marketing coordinator;* ***Elias Plastiras****, Good Gear Guide editor; Yumul;* ***Kelvin Tse****, developer;* ***Ross Catanzariti,*** *editor, mobility, Good Gear Guide; and* ***Matt Stevenson****, developer.*

Yumul took the idea back to **Elias Plastiras**, editor of Good Gear Guide. "He was 100% supportive and very much hands-on in finalizing the finer details, including the criteria for registrations and the review guidelines," Yumul said. Plastiras said he was most excited at the prospect of building a community of testers, which he'd long wanted to have, who would be given the opportunity to sample, test and review the newest technology devices.

> "The client saw this as an effective advertising campaign that would allow Fujitsu to achieve a meaningful engagement with a targeted audience, get their message out to the market and generate sales leads."
>
> *Cherry Yumul*

The campaign kicked off in August, and registrations were accepted through early November. It was open to mobile professionals who are purchase decision makers or influencers, typically IT managers or small business owners who were looking to roll out new notebooks and tablets within the next few months. Reviewers could either sign up as individuals or groups and could choose from three Fujitsu products to review:

continued on page 6

Second DEMO Africa attracts more investors, C-level executives

A week after DEMO Fall 2013 packed up its stage in Silicon Valley last month, the second DEMO Africa opened in Nairobi, Kenya. A pan-African panel of judges made up of entrepreneurs, venture capitalists and academics winnowed a record 300 applications from 24 African countries to select the final 40 firms chosen to show their products at the two-day event. Kenya and South Africa led the list of companies' home nations, with Egypt and Nigeria following.

Harry Hare, publisher of IDG licensee CIO East Africa and the executive producer for DEMO Africa, said this year's event drew 326 attendees, more than last year's DEMO. "But the biggest difference was the quality of the audience, which was much higher than last year," Hare said, "with more investors and more C-level executives in attendance."

Following the standard DEMO format, demonstrator companies had six minutes to present their products to the audience and a panel of judges who provided immediate feedback on the products. Product categories included Mobile Technology, Social Media, Consumer Products, Cloud Services and Enterprise Technologies.

"This year we had several hardware products that showed the diversity of the technology ecosystem in the region," Hare said. "It's not just about mobile applications anymore, although that is what African tech firms have come to be identified with."

Based on lessons learned at the inaugural DEMO Africa last year, event organizers this year offered demonstrators a pre-event boot camp sponsored by the U.S. State Department and led by Susan Amat, founder of VentureHive, a U.S.-based entrepreneurial acceleration and education company.

Hare said this two-day voluntary program made sure "our demonstrators had a polished script and delivered quality pitches on stage. We are going to make it mandatory for future DEMOs." Another change was a reduction in the number of judges from four to two in each launch-category panel "so that each had more time to provide substantive feedback to the demonstrators," Hare said.

Hare said an Investor Panel made up of three executives from African investment firms offered "insightful tips on how investors look at potential opportunities in start-ups and shared their own perspectives on the entrepreneur-investor relationship and how it affects the innovation and entrepreneurship ecosystem."

***Harry Hare**, publisher of IDG licensee CIO East Africa and the executive producer for DEMO Africa (left), with representatives of one of 40 firms selected to participate in the second annual event in Nairobi, Kenya.*

He also noted that Linda Kozlowski, VP, International Marketing at Evernote (a DEMO Mobile 2004 alumnus) made "a good impression" on attendees, advising them to "build their businesses as global businesses from inception."

DEMO Africa had four main sponsors this year, the African Development Bank, Microsoft, Nokia and Intel. At last year's DEMO, some sponsors covered the participation fees of some of the demonstrators who otherwise would not have been able to attend. This year all the demonstrators paid their way to Nairobi, Hare said, "which, to us, is something very good. It means they are seeing the value of the platform and therefore are investing their own resources to come and launch."

> "The quality of the audience, was much higher than last year, with more investors and more C-level executives in attendance."
>
> *Harry Hare*

Some sponsors and partners did assist with some pre-DEMO training and preparation of the start-ups before they came to Nairobi. Microsoft and VC4Africa, the continent's largest entrepreneur and investor network, conducted virtual mentorship programs for some start-ups.

The next DEMO Africa will be held in September 2014. Contact Harry Hare. ■

continued from page 4

Innovative campaign

two tablets and a notebook. An authorized Fujitsu dealer delivered the products to the reviewers' workplaces and picked them up one week after delivery to single testers and two weeks after delivery to team testers. By registering to test one of the products, users opted to become members of the Good Gear Guide Evaluation Team and will likely be contacted for future product testing.

Submissions must be between 250 and 300 words and are subject to review by Plastiras for spelling and grammar; the reviewers' opinions are not altered in any way. The incentive to participate is a discount off the reviewers' next Fujitsu notebook or tablet purchase as well as publicity within their community of peers. In addition, the individual whose review is judged by Plastiras as the most comprehensive and informative for each of the three products reviewed will win the device he or she evaluated.

The campaign ran across a couple of IDG Australia's web and mobile sites as well as Facebook. Fujitsu also booked an insert in Australian Reseller News magazine to promote the campaign and ran a digital campaign with the Sydney Morning Herald of Fairfax, which directed clicks through to the Good Gear Guide website.

> "We had been hoping that perhaps 50 or so qualified reviewers would register. In the end we registered 111 people."
> *Cherry Yumul*

According to Yumul, the campaign received an overwhelming response. "We had been hoping that perhaps 50 or so qualified reviewers would register. In the end we registered 111 people. We were clear on the campaign page and registration page about what kind of people we were after, which made it easier for us to capture qualified people. Our database manager went through the registrations to check for anyone who did not meet the criteria."

To date, seven reviews have been submitted. The last of the Fujitsu devices were delivered last week, and Yumul said she is hoping the final number of reviews to be between 25 and 50.

"Fujitsu has been happy with the campaign and with the overwhelming interest from the audience to participate and, most importantly, with the quality of registered user testers. There are certainly plenty of things we learned from the challenges we faced, particularly related to the logistics of running the program, but those challenges have not proved discouraging. If anything, Fujitsu is keen to apply what we've learned when we run a similar campaign in the future," Yumul said.

Click here to see more information about the program and here to see the Good Gear tester registration form. For more information, contact Cherry Yumul. ■

continued from page 3

One on One

them via new content platforms or in non-endemic advertising categories.

- Optimizing content for mobile is no longer a "nice to have" but a central requirement to successfully engage with this generation. Not only are millennials consuming a variety of content from mobile devices (news, social media, video), but 90% are engaging with advertising or promotions on their mobile devices and 78% have taken a purchase-related action as a result of seeing those promotions.
- Millennials cast a wide net when looking for information. Tech sites remain a top source, but millennials show significant reliance on other sources too, including social media, video-sharing sites and lifestyle-related sources.
- A review of the characteristics millennials rate most important when looking for tech-related content online reveals that solid journalistic principals still apply (reliable, accurate content; straightforward, unbiased coverage; and easy-to-understand content top the list of desired website attributes) but dress it up with graphics/images, create community, optimize for mobile, and tie it to a respected brand to drive higher engagement.
- In fact, widely perceived as a generation that values peer perspective above all else, our research suggests that millennials place high importance on branded content. In fact, eight out of 10 note that an association with a well-known media brand, journalist, blogger, industry expert or vendor company is important when reading/viewing content online versus two-thirds who place the same importance on "association with someone I personally know."

Q What are these trends likely to mean for IDG?

A Millennials represent a significant market opportunity for IDG. To successfully engage with this generation we need to:

1. **Be present on the journey.** Recognize that millennials cast a wide net when looking for information, not only in the devices and technology they use to consume content but also with respect to where they start the search and the sources they rely on for tech-related information.
2. **Understand the audience**. Focus on messaging, content aimed at emerging tech trends and innovations. Give millennials a voice through community-based experiences; allow them to be content creators and contributors.
3. **Make it personal.** Millennials expect personalized content when they are consuming tech-related information. That helps explain the value of news aggregators, but perhaps more importantly personalization is key to overcoming any concerns related to data targeting and privacy.
4. **Embrace and promote the value of our brands.** Not only our media brands, but the authors, industry experts and journalists behind those brands and the tech marketers we represent.

The bottom line: to engage the next wave of IT decision makers and tech consumers, we need to stick to our roots as a respected source for branded content, but dress it up, socialize it, optimize for mobile and let millennials do the rest! ■

noteworthypeople

New employees

Ghebaru

IDG Sweden has hired **Emma Ghebaru** as a sales specialist with its Content and Marketing Services group. She previously worked in e-commerce for Swedish auto-parts firm Mekonomen Grossist AB, coming from managing a bar and restaurant in Vietnam. She earned a B.A. in business administration and management from Linneaus University in Kalmar, Sweden. Away from the office, she enjoys spending time with friends, running and "going back and forth to Ireland to see my boyfriend." emma.ghebaru@idg.se

Kettula

Also new with **IDG Sweden**'s Content and Marketing Services team is Sales Specialist **Robin Kettula**. He was previously an account manager with the job recruitment firm Nordic Online AB. He plans to study marketing and business and enjoys wine, food, travel and soccer, "both playing it and watching it." robin.kettula@idg.se

Moreau

JOE MOLA

Previously a major account manager with E.L. Harvey and Sons, Inc., **Nicole Moreau** joins the **CIO Executive Council** as a sales coordinator. She holds a B.A. in business management from Westfield State University and enjoys running, teaching spin classes and cooking. nmoreau@cio.com

Agarwal

PETER SHORT

Rajeev Agarwal is **IDC Framingham**'s new research VP for the CIO Agenda and Technology Professional's program. He was previously a senior VP, IT with State Street Corp. He has also worked for TowerGroup, Sun Microsystems, Tandem Computers and Intel Corp. He earned an MBA from the Wharton School and an M.S. in civil engineering from the University of Pennsylvania's School of Engineering and Applied Sciences. ragarwal@idc.com

Send information for the Noteworthy column to world update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Donna Fraser *IT World Canada*

24
Elizabeth Heichler *IDG News Service*

22
Karen Wilde *IDG Enterprise*
Patrick Gorman *IDC*

21
Grazyna Skibniewska *IDG Poland*

18
Steven Gray *IDG Consumer & SMB*

15
Eleanor St. Louis *CXO Media*
Francis Hare *IDC*

13
John Richard Gole *IDC*

12
Melissa Riofrio *IDG Consumer & SMB*

11
Elissa Simpson *IDC U.K.*

10
Jeanne Lowe *IDC*

9
Sal Guillen *IDG Consumer & SMB*

8
Andrew Widjaja *IDG Australia*

7
Daniel Zegarra *IDC Peru*

6
Nino Kerl *IDG Germany*
Alaa Hilwa *IDC*

5
Angelika Keßler *IDG Germany*

3
Leah Yamshon *IDG Consumer & SMB*
Juliana Oliveira *IDC Brazil*
Robert Brothers *IDC*

2
Sneh Campbell *IDG Australia*
Peter Stelzel-Morawietz *IDG Germany*

1
Byron Halbower *IDG Consumer & SMB*
Markus Ekberg *IDG Sweden*
Eduard Hollander *IDG Netherlands*
Brad Casemore *IDC Canada*
Robert Young ***IDC***
Barbara Neuman *IT World Canada*

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

A wrinkle-free delivery earns Stan Gibson an award for best humorous speech

IDG Enterprise's **Stan Gibson**, senior managing editor in the Custom Solutions Group, recently took first place in the Toastmasters International District 31 Humorous Speech Contest. The district encompasses Eastern Massachusetts and Rhode Island, and Gibson won three other levels before advancing to the finals against seven other contestants.

The topic: "E.I.," otherwise known as Extreme Ironing. "It combines the thrill of an extreme outdoor activity with the satisfaction of a well-pressed shirt. It's a powerful combination," Gibson explained in his seven-minute, firmly tongue-in-cheek speech.

Gibson has a long affiliation with Toastmasters International, an organization focused on developing its members' communication and leadership skills. He was a member of a Boston-area club for 13 years earlier in his career and got involved again about two years ago with the goal of competing.

Although Toastmasters includes members whose communication skills vary greatly, many members are professional speakers. "The level of competition is high at the district level," Gibson said.

*IDGE's **Stan Gibson** has been with Toastmasters for almost 15 yeears.*

This was his first concerted effort competing in the Humor contest, which concludes at districts. Toastmasters holds an Inspirational Speech contest in the spring in which district winners advance to a national competition, and national winners advance to an international competition.

Click here for a video of the speech filmed by IDGE's **Ben Whitmore**. Contact Stan Gibson.

unsunghero

Chris Bresnahan

Senior Multimedia Producer, Studio Manager

IDG Enterprise Custom Solutions Group

***Terri Sanford-Cook**, executive producer with IDG Enterprise's Custom Solutions Group named **Chris Bresnahan** her team's Unsung Hero. "I think of Chris as our go-to person for any project, and if we find that we need to troubleshoot something technical or creative he will find the solution. He has fine-tuned his outreach and strengthens internal and external relationships by communicating in a transparent manner to help create a shared team process. Chris will go above and beyond the call of duty to help find a solution and other potential options. He not only has this wonderful positive attitude with us as a team but also with our clients, both internal and external. He has the most incredible work ethic I've ever seen."*

Home Amesbury, Mass.

Primary job responsibilities

Our group of producers, project managers and editors produce audio and video elements for webcasts, infographics and community site support for our clients. We have two audio studios and one video studio that I help schedule and maintain.

Three things I do in a day's work

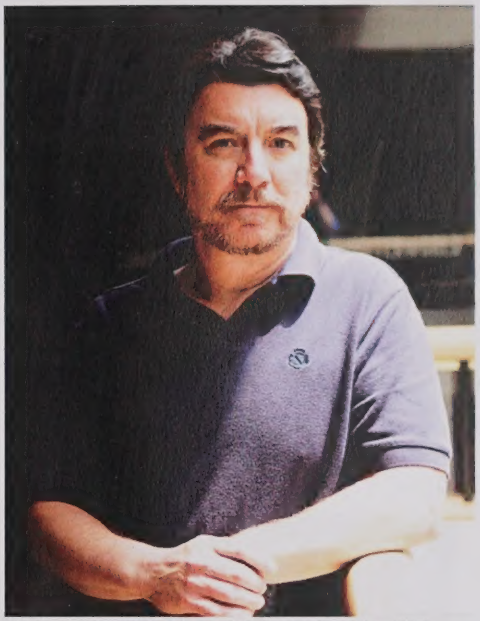
As ours is a very collaborative group, I love to start the day by touching base in person with project managers and all others involved in our programs. Detailed emails will follow, but that direct contact helps us see eye to eye on how we can best carry out our strategy. I also find myself researching hardware or software that can help in our productivity and efficiency.

What I love most about my job

It's all in the name: Custom Solutions. We do have pre-configured products, but every client, vendor and approach can and does differ, and everything can change in a moment's notice. It really makes you think on your feet.

A hot-button issue I'm dealing with on the job

Client education about what we do and how we can best help. We like to think of ourselves as a trusted advisor but need to pull back if too much resistance is met. It's a great feeling when one of our suggestions is met with enthusiasm and we're allowed to run with it.



*Senior Multimedia Producer **Chris Bresnahan** joined IDG Enterprise in April of 2007.*

Latest accomplishment

Building out the original studio. It was a highly collaborative effort with the Facilities and Finance departments and vendors. Outfitting a studio that could orchestrate a three-camera shoot with three or four guests with one guy in the control room was a wonderful challenge.

Career highlight

Winning back-to-back peer recognition awards last year. To collaborate with such talented, dedicated and hard-working people and have them honor me was humbling.

What I'm doing to be a better employee

I try to make every task my best effort and draw upon experience to help make good decisions. I try to be a good guy, too.

Interests outside the office

Any physical activity. Biking, walking, puttering. I am in constant motion.

What others can't tell just by looking at me

I can bring the house down with "Mack the Knife." Only if the time is right. So don't ask.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Stan Gibson *IDG Enterprise*
Harry Hare *CIO East Africa*
Lynn Holmlund *IDG Enterprise*
Huang Xiang *China Computerworld Media Group*
Janet King *IDG Research Services*
Karen Ren *IDG China*
Terri Sanford-Cook *IDG Enterprise*
Cherry Yumul *IDG Australia*

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

11 NOVEMBER 2013 | VOLUME 43, NUMBER 43 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | CELEBRATING 20 - *page 8*

DEMO Fall shakes up standard agenda, shortens presentations

New offerings include the DEMO Global Showcase, DEMO CIO Council and Founders School sessions, such as the one pictured above in which DEMO Executive Producer Erick Schonfeld (right) chats with Yelp co-founder and CEO Jeremy Stoppelman.

SEE MORE ON PAGE 4

Also inside

- World Expo wins six awards for promotional materials
- IDC, IDG Spain collaborate on Banking Forum
- One on One: IDC Latin America VP Ricardo Villate
- Dell taps IDG India to run annual customer forum

On the job profile: IDG Direct Data Mining Analyst Yana Zakharchenko keeps customer databases accurate.

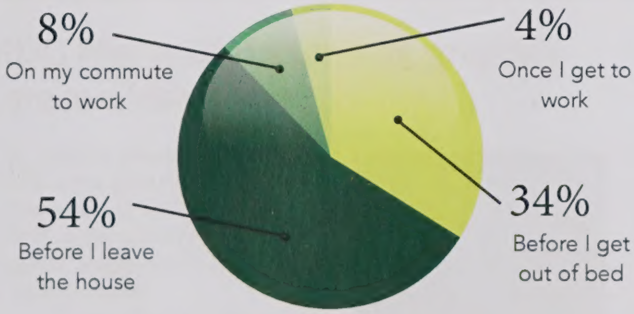
SEE MORE ON PAGE 6

Celebrating 20: IDG Poland Sales Manager Grazyna Skibniewska traveled through the U.S.

SEE MORE ON PAGE 8

Question of the week results

How soon upon waking do you check your smartphone for email or calls?



Log on to www.idgcentral.com to vote on this week's question:

Would you invest in the Twitter IPO if you had the means?

CLICK HERE

Friedenberg named CEO of IDG Communications Worldwide

IDG Chairman **Pat McGovern** announced today that **Michael Friedenberg** has been promoted to CEO of IDG Communications Worldwide from his current position as CEO of IDG Communications U.S. Effective immediately, Friedenberg will oversee IDG's media operations in 86 countries.

Friedenberg

Named CEO of IDG Communications U.S. earlier this year, Friedenberg oversaw IDG's U.S. B2B and consumer brands, as well as IDG TechNetwork (U.S.) and IDG World Expo. Previously, he was CEO and president of IDG Enterprise. Friedenberg joined IDG in 2005 as president and CEO of CXO Media.

Friedenberg joined IDG from UBM where he advanced from sales management positions to VP and publisher of InformationWeek and, later, VP and group publisher of the InformationWeek Media Network. His career also includes work with Cardinal Business Media and ProPress. ■

IDG World Expo collects six IAEE awards for promotional materials

The International Association and Exhibitions and Events (IAEE) recently announced its Art of the Show winners, and IDG World Expo collected six Winner awards. It won for Email Promotion (for Macworld/iWorld 2012), Print Advertising (Macworld/iWorld 2012), Show Daily (for E3 2013), Show Photography (Macworld/iWorld 2012), Show Promotion Website (Macworld/iWorld 2012) and Sponsorship Development (E3 2013).

IDG World Expo has been a perennial winner in the program. This year's tally of winner awards is the most the business unit has received over the past three years.

The IAEE's mission is to provide stakeholders of the global exhibitions and events industry with information and resources that will advance the industry's success. Its Art of the Show awards program recognizes companies that promote their exhibitions vividly and successfully.

For more information contact IDG World Expo Senior Marketing Specialist Kristin Dacey or visit the IAEE website. ■

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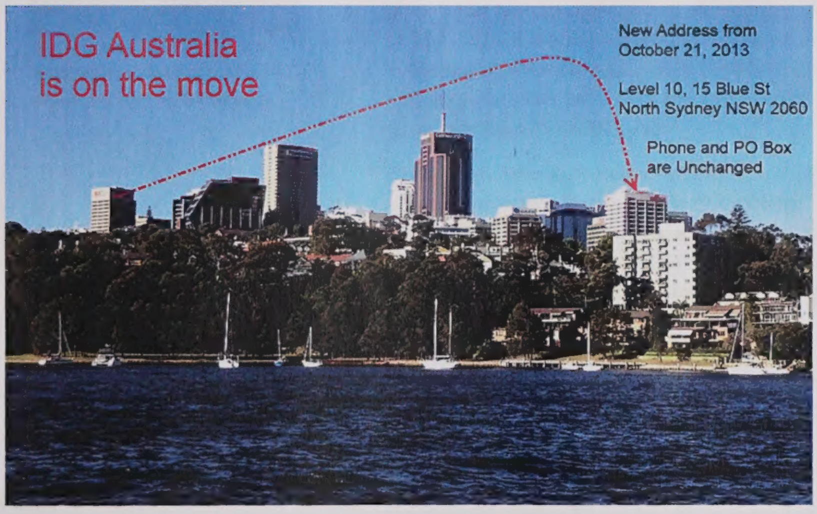
IDG Australia
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October 21, 2013
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Phone and PO Box
are Unchanged

IDC, IDG Spain collaborate on Banking Forum 2013

TIBCO
truphone
intel
BANKING FORUM 2013
IDC
IDG
Nuevos retos para la banca del siglo XXI

***María José Marzal** (second from left) director, Computerworld Spain, participated in a panel discussion last week at Banking Forum 2013. The one-day conference in Madrid was a joint effort between IDC Spain and IDG Spain and was broadcast live on IDGTV.es. The event focused on how IT managers and CIOs of leading banks in Spain are creating value for their customers using new technologies.*

IDG Media Kit documents, graphics are available online

Need to create a custom version of the 2014 IDG Media Kit? Get access to native print files, PDF versions, PowerPoint templates, graphics and more on a dedicated site.

Content includes the overview brochure, properties brochure and IDG Total Portfolio.

Log in to the site with:
User name: idg
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IDG
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KIT

CONTENT

FACT CHECK

Source: Innovations at IDG presentation at last month's IDG Global Product Line Meeting. Bottom line: Marketers need to continue to meet the evolving, and ever growing demand, for content, opening up opportunities for IDG.

87% PERCENTAGE OF B2B MARKETERS LEVERAGING SOCIAL MEDIA TO DISTRIBUTE CONTENT IN 2012

41% PERCENTAGE OF MARKETERS THAT IDENTIFIED CONTENT PRODUCTION AS THE MOST PREVALENT CHALLENGE

OneonOne

Ricardo Villate

IDC Latin America

The vice president of IDC Latin America is this week's columnist. Reach him at rvillate@idc.com.

> "IDC has the largest footprint of all analyst firms in Latin America, with more than 100 analysts in the region."

IDC Latin America at-a-glance

Number of employees throughout Latin America 130

Website www.idclatin.com

Headquarters Miami

Locations of offices Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela

Q Can you give us a quick overview of the tech markets in Latin America? Which countries or regions are seeing the strongest growth?

A By the end of 2013, Latin America will be a $128.3 billion IT market and a $202.6 billion telecommunications services market. In both industries Latin America shows the fastest current growth rates compared to any other region in the world, at 12.8% and 7.5% growth over 2012, respectively.

The largest market is Brazil, which is the fourth largest ICT (IT and telecommunications) market in the world, at an estimated $160 billion for 2013. Brazil represents 48% of the region, followed in size by Mexico, Argentina, Colombia, Chile and Venezuela.

While growth has been a constant in our region for the past decade, innovation as a factor of growth has gained center stage. A recent survey of 912 CIOs of medium and large organizations in the region showed that one in five are implementing new metrics to track the impact of IT in corporate innovation this year.

Consumers have also moved quickly to adopt new technologies, particularly in the mobile space. In 2013, Latin America, a region of 600 million, will see shipments of 22.3 million notebooks, 80.2 million smartphones and 17.1 million tablets.

Q What is the relationship between the IDC Latin America office in Miami and the individual country offices throughout the region?

A The Miami office serves both as a regional headquarters for our country offices as well as a business development operation in Miami, where most of our top customers also have a regional headquarters for the Latin America and Caribbean region. We like to joke about this situation and say that Miami is the northernmost city in Latin America.

I am based in Miami, but I spend at least half of my time traveling to the countries. Latin Americans are still heavily oriented toward personal contact, and face-to-face remains the most important way to communicate.

Q Who are IDC's main competitors in the region, and how does IDC measure up?

A When it comes to competition, IDC has a strong position in Latin America. Gartner and Frost & Sullivan are common names, but they do not have the geographic coverage or research portfolio breadth that IDC has. We will encounter other common names such as Forrester, GFK and Pyramid in niche segments. We also compete against a couple of local firms in Brazil and Mexico and several boutique operations in scattered areas. However, IDC has the largest footprint of all analyst firms in Latin America, with more than 100 analysts in the region. No analyst firm will come close to the breadth of our reach in this region.

Q What are a few key issues that are top-of-mind for clients in the region?

A IDC has been tracking the evolution of four key disruptive forces: mobility, cloud, big data and social web in Latin America for some time now, in what has been dubbed the 3rd Platform. Although the concept is not new, this has been a year of '3rd Platform Reality' for most of our customers, who, without exception, have converged around the four key technologies in terms of their questions and initiatives.

Our clients are interested in understanding the market opportunity, the diverse levels of maturity in adoption, the potential impact on channel partners and the best ways of communicating and creating messages around these topics that will allow them to generate sales, gain market share and maximize their brand awareness.

Q Which handset makers are seeing the most growth in Latin America? How rapidly is the smartphone market growing?

A Smartphone adoption is evolving rapidly in Latin America. In the first quarter of 2013, almost 40% of all mobile phones shipped were smartphones, up from 26% a year before. Smartphone shipments will grow 50% in 2013 and 30% in 2014. Samsung is seeing the fastest growth, taking a preeminent position in shipments. Others showing faster than average growth are LG, Motorola and Apple. Given the current penetration of smartphones and the increasingly faster replacement rates, the race for leadership is far from over.

Q What percentage of IDC Latin America's overall revenue comes from events? Which events are most successful, and are you plan-

continued on page 7

DEMO Fall adds international flavor

DEMO Fall 2013 organizers took a "less is more" approach to last month's event in Santa Clara, Calif., while broadening the international scope of the new-technology showcase, now in its 23rd year.

Forty-one companies launched their products at the two-day show in four-minute presentations, reduced from six minutes at past DEMOs. "This led to a faster-paced DEMO and easier to consume demonstrator-launch videos," said IDG Enterprise SVP and DEMO General Manager **Neal Silverman**, "and instant feedback for the demonstrators from our panels of industry judges." Product categories included Mobile, Cloudware, Health, Work, Tools, Touch, Enterprise, Wearable Computing, Payment and Entry and Hardware.

Sixteen previous DEMO Gods — demonstrators who exhibited the most potential to thrive in the market as well as gave the best DEMO presentations — from DEMO's international editions in Brazil, China, Russia, Kenya (the pan-African DEMO Africa) and Vietnam (DEMO ASEAN) presented their products in 90-second demonstrations in the first DEMO Global Showcase, offering the 600 attendees a glimpse of how startup culture is spreading around the world. The Global Showcase was preceded by a video message from U.S. Secretary of State John Kerry who spoke briefly on innovative entrepreneurs and how the department's Office of Global Partnerships worked with DEMO to launch LIONS AFRICA and TIGERS at Mekong, two public-private partnerships that strengthen entrepreneurship in Africa and the Lower Mekong region of Southeast Asia.

"We scaled everything down on purpose to focus on quality not quantity," Silverman said. "This was an extension of some things we experimented with at DEMO Mobile earlier this year. We also wanted to emphasize DEMO's growing international reach with the Global Showcase. This was very well received, and we had more international press coverage than ever before."

"Innovation is distributed," said DEMO Executive Producer **Erick Schonfeld**. "Not evenly, but there are pockets of it everywhere — in London, Moscow, Sao Paolo, New York City, and, of course, Silicon Valley, where its most important export, its start-up culture, is taking hold everywhere."

Sprinkled throughout the DEMO agenda were 20-minute Founders School sessions, another idea from DEMO Mobile, in which company founders talked about how they built their companies. Among the speakers were Di-Ann Eisnor, head of U.S. operations for the mobile navigation app Waze (a DEMO Fall 2009 alumnus, which was recently bought by Google for US$1 billion); Ayr Muir, CEO of Clover Foods, the U.S.'s largest food truck business; Phil Libin, CEO of Evernote (DEMO Mobile 2004), which provides notetaking and archiving apps and services; and Jeremy Stoppelman, co-founder and CEO of Yelp, the online review and business search service.

DEMO
Fall 2013

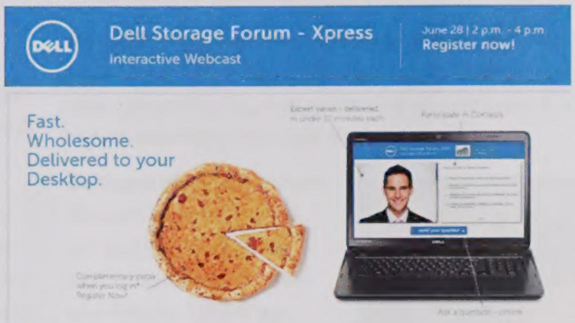
*DEMO Executive Producer **Erick Schonfeld** (center with thumb up) and IDG Enterprise SVP and DEMO General Manager **Neal Silverman** (far right) with the DEMO Fall 2013 DEMO God Award winners.*

> "We also wanted to emphasize DEMO's growing international reach with the Global Showcase. This was very well received, and we had more international press coverage than ever before."
>
> Neal Silverman

DEMO Fall also saw the debut of the DEMO CIO Council, a business partnership formed in conjunction with IDG Enterprise's CIO Executive Council (CEC). CIOs from enterprise and IT companies are invited to join this subset of the CEC, which gives them the opportunity to meet the creators and demonstrators of new, emerging technologies; in turn those demonstrators get to meet with the CIOs as potential buyers from large companies. Twenty DEMO Council members came to DEMO Fall for "a VIP custom experience," Silverman said. They met with representatives from DEMO sponsor, the global business consulting firm McKinsey & Co., and Dell Computer's Innovation Center and enjoyed private meals with the enterprise demonstrators. "This was a great experience for our demonstrators, and the CIOs got insights into emerging

continued on page 7

IDG India carves out concise virtual event for Dell to expand its customer reach



Organizers injected some fun into the virtual event by connecting with a pizza delivery company and offering the first 400 online registrants coupons for a free pizza so they could munch while watching the presentations.

IDG India's proven event management expertise led Dell to select the company to run the annual Dell Storage Forum earlier this year. Not only did IDG India succeed in producing a successful event, the team created a "virtual event within the event" that brought in more revenue for IDG, showcased Dell solutions to more customers and paved the way for planning similar virtual events in the future.

The two-day Dell Storage Forum in June offered real-world insights for optimizing customers' IT investments and drew 200 CIOs. One of Dell's goals for the forum was to target a wider audience across India, and the company originally wanted to live stream the whole event. According to IDG India President/Sales and Marketing **Sudhir Kamath**, that proposition was fraught with challenges: the content was geared for a face-to-face audience, and retaining interest and engagement over the long-term would be difficult.

"We wanted to do something innovative," Kamath said. "We saw an opportunity to delight the folks at Dell, who we had won over from one of our competitors. We brainstormed as a team as to what we could do to give viewers a great experience online." The main goals were to create a sense of excitement around a new program and deliver the most relevant content in a concise format that would encourage viewers to tune in and stay for the whole program.

The solution: Dell Storage Forum Xpress, a 90-minute virtual version of the main event designed for an online audience. Presenters were asked well in advance to condense their 30-minute remarks to a 10-minute summary, and they were filmed at the event venue in a makeshift studio several hours before the program began. IDG India President & CEO **Louis D'Mello** and several other IDG India managers were available to coach the speakers on how to present in front of the camera. The team also arranged for a shortened version of a one-on-one discussion segment to be filmed in advance and added that to the webcast offering.

To host the Xpress webcast, IDG India used the technology and webcast software from Vancast, a Barcelona, Spain-based company that IDG Spain referred to them. (See sidebar.) The staff began promoting Xpress three days before the Forum and got 633 registrations. Although the platform has tabs at the bottom of the webcast that enable viewers to easily select which segments they're most interested in, more than 200 viewers watched the entire Xpress event.

Dell paid IDG India 15% above the cost of producing the main event to create Dell Storage Forum Xpress. Several other IDG India customers noticed the virtual event and have signed on for a similar package. EMC has already finished one, and several companies have virtual events in the planning stage.

Write to Sudhir Kamath. ■

Dell Storage Forum Xpress was one of several Great Ideas featured at the 2013 IDG Global Product Line Meeting. View the video and download the presentations from the Great Ideas session on the GPLM page on IDG Central.

IDG Spain offers webcast connection, experience to colleagues

IDG India staff learned about the Vancast webcast platform at the 2012 IDG Global Product Line Meeting, when IDG Spain IDG.es Editor **Arancha Asenjo** talked about using it for IDGTV.es programming. The IDG India team left that meeting inspired to incorporate it into their local offerings someday.

Vancast enables users to produce webcasts and manage the associated lead-generation activity. The monthly cost is about 800 euros (US$1,080) for an unlimited number of webcasts. While Vancast offers a free 10-day trial, IDG Spain Managing Director **Manuel Pastor** said if any other IDG business unit is interested he could use his connections to try to extend the trial period.

His team would also be willing to share the layouts and settings they've used and other know-how if other business units are interested in using the platform.

"Having a unified platform would allow IDG to have consistent video lead-gen programs, which would make it much easier for IDG Global Solutions to sell international campaigns," Pastor said.

Job spotlight

On the job: Data Mining Analyst

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to. This week's interview is with ***Yana Zakharchenko****, a data mining analyst with IDG Direct, based in Dublin, Ireland.*

IDG Direct's mission IDG Direct offers a wide range of multilingual telemarketing and research services to the IT sector. These include lead generation, data management, research, lead nurturing and event registration. Its 24-hour outbound contact center in Dublin enables IDG Direct's customers to conduct campaigns in country-specific languages done by Direct's telemarketing agents. Direct's multilingual team speaks more than 30 languages, allowing clients to communicate with their audience globally. Currently, IDG Direct's main clients are IDG Connect and IDG List Services.

What a data mining analyst does I review the databases of external customers and other IDG business units for accuracy and relevance of information. For our customers, databases are the lifeblood of success. Some of our customers have databases containing details about potential IT buyers, and over time these databases can become less accurate (people change jobs, get promotions, new phone numbers, etc.). Customers hire us to confirm and clean up their data. I typically need the kind of information found on a business card, but, of course, the more information I can get the better. If we focus on a very specific target group for a customer that wants to carry out a telemarketing or research campaign, I may have to build that business card information from scratch. I use a variety of online techniques to gather this information, ranging from company sites and social networks to business listings. It's also my responsibility to ensure that data is mapped appropriately to the company's existing structure — for example, one company might use generic job titles such as 'IT manager,' while another might use more specific job titles such as 'network manager' or 'database manager' — using local country knowledge to identify the best data sources and profiles to build.

The service I deliver and who my customers are I deliver completed files for upload to the central database for the client. Depending on the client, I may have to deliver data from markets such as Russia, Poland, Austria, Switzerland, Germany or countries in Eastern Europe. That data is then used by the client to engage the names in their database by mail or phone.

Key skills required You have to be detail-oriented and focused on accuracy so the database build is done just once. You should have strong computer skills, good online research skills and local language fluency in addition to English. You also have to be resourceful, initiative, able to meet deadlines and work quickly to meet multiple requests.

My typical day My data supervisor tells me the market or area I might work in on any given day. I upload data consistently throughout the day, and at the end of each week I do a weekly report describing the work done in detail.

Best part of my job I speak Russian, Ukrainian, Italian and English fluently, and I understand German and French. I use these languages in my job when studying companies' profiles for building business-card information or in conducting research by speaking to our customers. When I get a chance to use my language skills and it adds value for our company then it feels like a good result for both parties.

IDG Direct Data Mining Analyst ***Yana Zakharchenko*** *joined IDG in January of this year.*

Most challenging part of my job Meeting the amount of business profiles clients want in markets that are difficult because of data security laws, especially in areas where social networks may be weak. It can really test your resourcefulness. For example in Ukraine, where I am from, social networks such as LinkedIn are not widely used, so business profiles are not as easy to build. I simply try to be creative and search for all the possible alternative sources, using different research strategies, like government data or chambers of commerce records.

How I got involved in this career I'm a student of international business and languages. I saw this job online, and it afforded me the opportunity to think in one or more of the languages I speak. I'm learning a lot about international trade, IT companies and the challenge all companies face in keeping audiences engaged.

What my colleagues would be surprised to learn about me I am a professional ballroom dancer. I had a 13-year dance career and won World Championships, World Cups, Italian Championships and Ukrainian Championships a number of times. My specialties are five standard dances (Slow Waltz, Tango, Viennese Waltz, Foxtrot and Quick Step) and five Latin dances (Samba, Cha-Cha, Rumba, Paso Doble and Jive). ■

noteworthypeople

New employees

Kim

IDC Singapore has hired **David Kim** as an account manager charged with managing and developing key accounts such as Intel, Samsung, Toshiba and Apple across the Asia Pacific region. He has seven years of experience in solution and value-based sales in IT and logistics in the U.S. and Singapore. He holds a degree in business administration with a focus on marketing management from California State University/East Bay in Hayward, Calif. In his free time he enjoys being outdoors and exploring different cultures and food. dkim@idc.com

Amir

New at **IDC Malaysia** is Research Manager, Telecommunications **Alfie Amir**. He has five years of experience in telecom technology and strategy and holds an M.S. in electronic engineering from the U.K.'s University of Southampton. Away from the office he enjoys sports, music and travel. aamir@idc.com

continued from page 4

DEMO

technologies," Silverman said.

This year's DEMO God Award winners (see their presentations here) included the following:

- Skully Helmets, which puts a camera in the back of its motorcycle helmet and a tiny display inside the helmet with a navigation and computing interface.
- ShelfBucks brings online advertising techniques to retail stores.
- Hello Doctor is a searchable iPad app that replaces the medical binder anyone with a serious or chronic condition keeps, digitizing and organizing lab results and other medical records.
- SigmaGuardian uses sophisticated cloud computing to find the causes of millions of dollars of manufacturing defects in minutes.

DEMO God winners were given free business consulting from McKinsey, and DEMO sponsor American Airlines will give each company the airfare to travel to upcoming international DEMOs to present their product to a global market.

DEMO Enterprise, a new vertical DEMO event, will be held April 3, 2014, in San Francisco. More information about DEMO is available here or contact Neal Silverman. ■

DEMO
Fall 2013

*IDG Enterprise SVP and DEMO General Manager **Neal Silverman** introduces the event's new Global Showcase, spotlighting international DEMO presenters.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Johan Egging *IDG Netherlands*
Megan Santosus *IDC*

20
Marc Ferranti *IDG News Service*

19
Eric Sheppard *IDC*

16
Andrew Glassock *IDG Australia*
Cindy Reed *IDG*

14
Phil Michaels *IDG Consumer & SMB*

13
Shane Hannam *IDG Global Solutions*
Lucas Mearian *Computerworld*

11
Fung-Yee Tang *IDC U.K.*
Moira Keating *IDC*
Don Botts *IDG Int'l Publishing Services*

10
Zoya Svagin *IDC*
Teresina Cardamone *IDG Global Solutions*

9
Kenichi Kusano *IDC Japan*
Johanna Himes *IDG Enterprise*

8
Kevin Tse *IDG Australia*
Paul Crew *IDC U.K.*
Joseph Pucciarelli *IDC*
Judith Hanover *IDC*
Jim Malone *IDG Enterprise*

7
Ingemar Jansson *IDG Sweden*
James Lee *IDG Global Solutions*
Anh Pham *IDG Vietnam*
Trine Børve *IDC Nordic/Denmark*
Adelaide Sibbald *IDC*
Brian Rusciano *IDG World Expo*

6
Kathleen Keough *IDG News Service*
Dan Hunt *CXO Media*

5
Fletcher Guinness *IDG Australia*
Carla Schäfer *IDG Germany*

4
Chamanpreet Kahlon *IDG Global Solutions*
Matthew Vickers *IDG Connect International*
Kimberly Vittorioso *IDC*

3
Matt Stevenson *IDG Australia*
Anna Nilsson *IDG Sweden*
Brandon Lee *IDG Korea*
Nicole Raymond *CXO Media*
Sherri Reardon *CXO Media*
Lisa Gauvin *IDG Enterprise*

2
Rebecca Merrett *IDG Australia*
Will Kitching *IDG Australia*
Ash Patel *IDG U.K.*
Cintia Gomez *IDC Mexico*
Miriam Lakaev *IDG TechNetwork*
Iris Whalen *IDG*
April Lowe *CXO Media*
Tracy Major *Computerworld*

1
Bram Werf *IDG Netherlands*
Robert Bradley *IDG U.K.*
Dan Lemanski *IDG*
Samantha LeBlanc *IDG Enterprise*

Please send anniversary information to world_update@idg.com.

continued from page 3

One on one

ning any new events in FY14?

A About 8% of IDC's revenue in Latin America comes from events. Our most successful events are multi-sponsor industry events on key technology topics, such as cloud and big data. In Mexico, we have been very successful in doing a government event, establishing it as the most important IT event in the public sector in that country. In FY14, we will remain on those topics and continue to explore a new event called CIO Empowerment, which began expanding from Brazil to the rest of the region last year. It is a multi-sponsor, multi-day relationship event, exclusively for CIOs, where we run a business management simulation and training exercise that serves as a backdrop for strong relationship building between vendors and CIOs. ■

celebrating20

Grazyna Skibniewska

Sales Manager

IDG Poland

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Poland Sales Manager Grazyna Skibniewska traveled with her friend Marek through the U.S. earlier this year.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update thank the following people who assisted with this issue:

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Manuel Pastor *IDG Spain*
Neal Silverman *IDG Enterprise*
Grazyna Skibniewska *IDG Poland*
Ricardo Villate *IDC Latin America*
Yana Zakharchenko *IDG Direct*

Joined IDG Poland Nov. 16,1992

Career path I was hired as a sales assistant, and I have always worked in the advertising department focusing on advertising sales projects for Computerworld, CIO and Networld. Today I am the sales manager responsible for the sale of Computerworld Poland special reports such as the TOP 200 and sales of big events such as Lider IT.

Why I chose this trip I have always been fascinated by the natural wonders of the U.S. that I knew only from stories, movies and photos.

Trip highlights Niagara Falls (New York), Grand Canyon National Park (Arizona), Monument Valley (Arizona/Utah), Bryce Canyon (Utah), and Antelope Canyon (Arizona).

Niagara Falls

We visited the Skylon Tower where we observed the falls from an elevation of 775 feet. We experienced the awesome power of Niagara when we boarded the "Maid of the Mist." The boat passed so close to the falls that we were almost able to touch the thundering water.

The American side of Niagra Falls as seen from the Skylon Tower.

Grand Canyon/Monument Valley

The Grand Canyon was carved in layer upon layer of sedimentary rock over hundreds of thousands of years. The awesome impression this chasm leaves on visitors cannot be captured in words or pictures. Every hour the sunlight transforms the canyon to show the changing colors and shifting shadows. We traveled east along the South Rim of Grand Canyon and headed toward the Painted Desert, entering the largest Indian reservation in the country, the Navajo Nation. While visiting Monument Valley we took the spectacular one-hour ground tour with a Navajo guide who told us about his rich heritage.

While in Monument Valley we had a close look at huge sandstone formation such as Elephant Butte and Left and Right Mittens.

Bryce Canyon National Park

The combined forces of wind, water and ice have carved an intricate landscape of rock pillars in strange shapes and sizes. These rock formations, known as Hoodoos, create a maze of ever-changing forms and colors, ranging from bright orange to pale pink and ochre. Our Navajo guide went with us on an easy walk along the bottom of the canyon.

A slot canyon; the beautiful colors played off the rocks that imitated shapes of animals.

Las Vegas

After all the natural wonders we saw, nothing could be a greater contrast than Las Vegas. Our highlight was the Dancing Water Fountains at the Bellagio Hotel. This was amazing and unique in its expression and interpretation.

IDG World Update

EMPLOYEE NEWS AND INFORMATION
28 OCTOBER 2013 | VOLUME 43, NUMBER 42 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 8* | UNSUNG HERO - *page 9*

McGoverns tour IDG Direct's call center facility in Ireland

What has 206 arms, speaks more than 30 languages, works round the clock and generates in excess of 1,000 global leads a day? Give up?

FIND OUT ON PAGE 5

Also inside

- IDC unveils Internet of Things research program at Global Research Advisory Council meeting
- IDG Entertainment boosts YouTube gaming cred
- One on one: IDC Asia/Pacific Managing Director Eva Au
- IDG World Expo to produce BlogHer conferences

On the Job: Ever wonder what a digital alliance advisory specialist does?

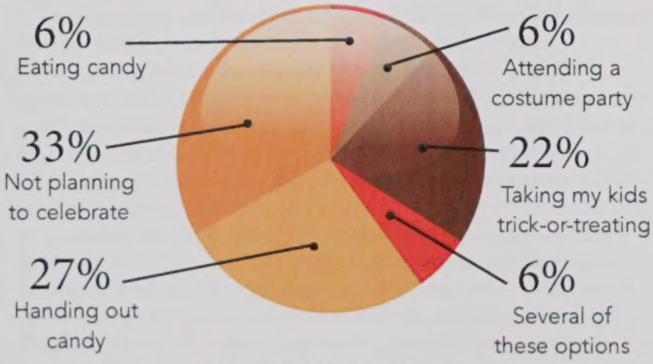
SEE MORE ON PAGE 6

Unsung Hero: IDG Enterprise Program Coordinator Corissa Donaghy is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

How will you be celebrating Halloween this year?



Log on to www.idgcentral.com to vote on this week's question:

How soon upon waking do you check your smartphone?

CLICK HERE

SOCIAL FACT CHECK

94% PERCENTAGE OF B2B TECH BUYERS ENGAGING WITH ONE OR MORE SOCIAL MEDIA SITES AND SERVICES

IDC The Echo Effect 2012

78% PERCENTAGE OF EVENT ORGANIZERS PLANNING TO INCREASE THEIR USE OF SOCIAL MEDIA IN THE FUTURE

87% PERCENTAGE OF B2B MARKETERS UTILIZING SOCIAL MEDIA TO DISTRIBUTE CONTENT IN 2013

Content Marketing Institute, 2013

Source: Innovations at IDG presentation at last month's IDG Product Line Meeting and based on IDG and non-IDG surveys.

IDC launches the Internet of Things research program

One of the featured presentations at the recent IDC Global Research Advisory Council conferences (see sidebar) focused on the Internet of Things (IoT), a new construct in the information and communications technology world that has huge potential for new streams of revenue and new customers, according to IDC.

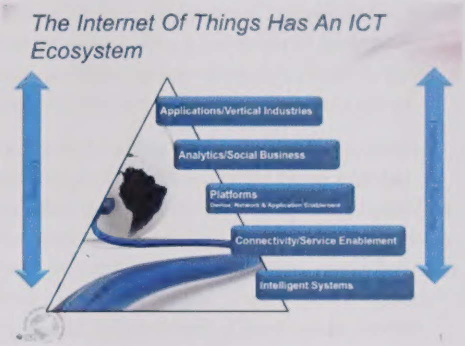
Vernon Turner, SVP of IDC's Enterprise Infrastructure, Consumer, Network, Telecom and Sustainability Research, defines IoT as "a network of connected wired or wireless devices — or 'things' — that don't need any human intervention to make them live and active. Leading characteristics of a 'thing' are the ability to discover a network by itself, get connected, give out monitoring details and generate data or content for analysis."

Turner

These "things" can take many different forms, including roadways, cardiac pacemakers, precision farming equipment and billboards that can change displays depending on their assessment of the consumer in front of them.

IDC recently released the first in a series of documents specific to IoT. "Market Analysis: Billions of Things, Trillions of Dollars," analyzes the worldwide opportunity for the fast-growing IoT market. It provides a market outlook for 2013 to 2020 and examines key market trends contributing to the growth of IoT worldwide. IDC also released a taxonomy document that provides classifications and definitions for the major components that comprise the IoT market.

IDC expects the installed base of IoT will be approximately 212 billion things globally by the end of 2020. This will be largely driven by intelligent systems that will be installed and collecting data, across both consumer and enterprise applications.


The Internet Of Things Has An ICT Ecosystem
Applications/Vertical Industries
Analytics/Social Business
Platforms
Device, Network & Application Enablement
Connectivity/Service Enablement
Intelligent Systems

The Internet Of Things is not just about the sheer number of sensors that are created and deployed; it's a large IT ecosystem that starts in silicon microprocessors and ties together industries such as telecom, mobility, big data, services and security.

IDC's worldwide syndicated program, The IoT Ecosystem, will produce at least 16 documents in 2014. In addition, Group VP/Telecommunications and Networking **Eric Owen** of IDC's Prague office is establishing an IoT practice that will be creating local content and responding to the strong interest in the topic by the European Union.

Turner said GRAC customers' reaction to the new research was "overwhelmingly positive. They were very happy that we had sized the market opportunity with the rigor and transparency that IDC is known for."

Write to Vernon Turner. ■

IDC clients provide valuable feedback at bi-coastal GRAC conferences

Representatives from IDC's top clients met with IDC executives and analysts last month at the annual Global Research Advisory Council (GRAC) meetings in Boston and Sausalito, Calif.

The invitation-only, two-day event, which drew a total of 125 attendees from 60 major companies, provides IDC with an opportunity to collect feedback and advice directly from customers and also provides a forum to showcase IDC's latest initiatives.

Designed this year to include more time for attendees to network and connect with industry peers, the program included a mix of executive sessions, panels and presentations. Topics included IDC's latest insights on technology market trends and strategies, emerging markets, the real impact of Big Data, the implication of shifting technology-buying centers and the evolution of the 3rd Platform, which IDC defines as mobile devices, cloud services, social technologies and Big Data.

Throughout the program Senior Vice President and Chief Analyst **Frank Gens** collected client feedback from his IDC colleagues via email. In between his own meetings and speaking obligations, Gens waded through this flood of information and delivered a succinct and entertaining recap.

*IDC SVP/Chief Analyst **Frank Gens** and Matt Baker from Dell.*

According to the feedback, clients would like to see IDC continue to expand its coverage in the areas comprising the 3rd Platform. There was also an emphasis on 3rd Platform mashups (the new "killer apps") as well as the key growth countries and regions that hold the most promise. Improved delivery methods, including high-engagement modes, such as video, audio, data visualization and infographics were also identified.

"At its core, GRAC is really about connecting with our customers and better understanding their evolving needs," said IDC President & CEO **Kirk Campbell**. "We received invaluable client feedback, which will help us to improve IDC's products and services during the next year."

Write to IDC Marketing Director Patrick Gorman.

OneonOne

Eva Au

IDC Asia/Pacific

The managing director of IDC Asia/Pacific is this week's columnist. Reach her at eau@idc.com.

> "We are constantly looking for new topics for events that demonstrate our thought leadership and create tighter linkage to our research programs."

Q Can you give us an overview of the tech markets in Asia/Pacific?

A The Asia/Pacific (AP) ICT market is one of the fastest growing in the world, certainly the largest of all emerging markets. Out of a total world population of 7 billion, about 45% resides in China, India and ASEAN (Association of South East Asian Nations). The size and diversity of this region provide unprecedented opportunities for both high-end and value-for-money players. China, India and Indonesia are the top three emerging markets with vast potential.

However, the basic business model of the traditional multinational corporation is becoming less effective. Redistributing products created in a developed country and redistributed globally with some adaptation to local conditions will not be as attractive to emerging markets as before. The increasing spending power in emerging markets means they can demand more than slight adaptations of a foreign product. The rapid pace of technological advancements and the degree of convergence have allowed companies and individuals to innovate and compete in these markets regardless of their location.

In Asia, the rise of the 3rd Platform in the ICT industry — Cloud Services, Mobile Devices, Big Data and Social Media — make it possible for people to keep pace with the best and the brightest in North America and Western Europe.

Mobility is by far the largest market, representing 48% of the total IT market today, and it is expected to grow to 53% by 2015. Cloud services have tremendous potential in the region given the desire for onshore/in-region data center access and expertise as well as speed to market to compete. Big Data analytics are projected to exceed US$1 billion in 2014 with the potential of this technology to help businesses harness intelligence/insights to broaden their total addressable market and better serve their customers. Social media has a huge impact in the region given the sheer population sizes in many markets.

Global and local social brands are present in this region with growing monetization models such as advertising, in-app monetization, virtual currency, marketplace and xCommerce (that's like eCommerce, but bigger!) all being nurtured to tap into the world's most populated and mobile region.

Q What is the status of Apple and Samsung in the A/P mobile phone market?

A In China, Apple recently introduced a lower end iPhone, the 5C, but received lackluster response from the market. With competitors including Samsung Electronics, Lenovo and Huawei Technologies selling a full range of Android handsets including lower-end models, Apple is fighting hard but losing market share. But that's not all.

An up-and-coming competitor in China, Xiaomi, recently declared its aspiration to be a global company by hiring its first non-Chinese employee, Google's former vice president for Android, Hugo Barra, to expand outside of China, particularly into other emerging markets. Shortly after announcing Barra's appointment, Xiaomi made another landmark announcement that it would enter another market where Apple has said it's seeking to develop products. Xiaomi will soon start selling smartTVs that connect to the Web and run Google, Inc.'s Android operating system.

Q How important are events in IDC A/P's portfolio? Which events are the most successful?

A Events are extremely important to IDC A/P as they form the cornerstone of our Integrated Marketing Programs and help support development of new research areas. From a syndicated events perspective we have had amazing success with our CIO Summit series, which we run across 13 cities in Asia/Pacific. Additionally, we had great success with our Mobility and Big Data series in the region for reasons explained above.

IDC Financial Insights, for the past nine years, has been orchestrating one of Asia's biggest financial services events, the Asian Financial Services Congress. In 2014 it will be entering its 10th year. The congress has grown from strength to strength, garnering a loyal following of more than 750 banking CXOs from 12 countries, extensive press and media coverage and some of the most acclaimed government and Financial Services Institute speakers from around the world.

We are constantly looking for new topics for events that demonstrate our thought leadership and create tighter linkage to our research programs.

Q What are IDC A/P's biggest challenges and areas of focus going into FY14?

A IDC A/P was fortunate enough to experience double-digit growth in FY13, fueled by the increasing interest on emerging markets, both from

continued on page 8

IDG Entertainment boosts YouTube gaming cred

Partners with organizer of Europe's largest gaming event to showcase its Let's Play users

Germany's IDG Entertainment took to the stage at Europe's biggest gaming event, the Gamescom trade show in Cologne, Germany, to gain extra visibility for its popular Let's Play YouTube network and help build the network's community by showcasing its users. In cooperation with event organizer Koelnmesse, IDG Entertainment presented "Let's Play Meets Gamescom," offering more than 40 hours of stage events and gaming personalities to the 340,000 show attendees. The showcase stage was sponsored by Preis24.de, an online price-comparison service.

Let's Play, explained **Philipp Senkbeil**, IDG Entertainment director of network and partner management, is "a special form of video. People make videos of how they play a game from the beginning to the very end, and while they are playing they add their own commentary." These Let's Players produce anywhere from one to more than 20 videos a day. Senkbeil said IDG Entertainment has more than 176,800 Let's Play videos in its YouTube network, which is composed of 200 Let's Play channels with each channel consisting at least one player.

*IDG Entertainment Editor and Channel Host **Nino Kerl** (far right) ineracts with Let's Players at the Gamescom stage.*

Senkbeil said nearly 80 YouTube Let's Play 'stars' — "players who became famous because other people liked the way they shared and commented on their gaming experiences" — appeared on the Let's Play stage for between 30 and 60 minutes, drawing several thousand fans to watch their favorite gaming commentators. "We had live Let's Plays, competitions between different Lets' Players, question-and-answer sessions with the audience, interviews, music and so on," Senkbeil said. "We let each Let's Player decide what he or she wanted to do on stage."

Players were chosen by the managers of IDG Entertainment's YouTube network based on criteria such as the size of the player's channel and their ability and willingness to do a stage show.

Costs for the showcase stage were shared with Koelnmesse, which built the stage while IDG Germany provided the design and all the technical equipment needed. "One of our goals was to show our YouTube network partners that we take care of them and can offer them options above the normal marketing and sales aspects — like building a booth where they can represent themselves to their audience at Gamescom. The stage also gave us the opportunity to show YouTubers who are not yet part of our network that we are an attractive future partner. Since more competitors have entered the YouTube playground it was important for IDG Germany to represent itself as the leading YouTube gaming network in Germany."

IDG Entertainment, which publishes GameStar and GamePro magazines and their respective sites, also produced 25 videos from the Let's Play stage over the five-day conference that drew more than 500,000 views. (Click here for a best-of trailer.)

> "Since more competitors have entered the YouTube playground it was important for IDG Germany to represent itself as the leading YouTube gaming network in Germany."
>
> *Philipp Senkbeil*

Senkbeil said his team is already planning for next year's Gamescom. "We collected feedback from our team and our Let's Players. We don't have to change that much — except to get a bigger stage."

Click here for more photos from the Let's Play stage go to. For more information contact Philipp Senkbeil. ■

McGoverns tour IDG Direct's call center facility in Ireland

*L-R: **John O'Malley**, CEO of IDG Connect and IDG Direct, Lore Harp McGovern, IDG Chairman **Pat McGovern** and IDG Direct General Manager **John Moran** at IDG Direct's office. The office is decorated with flags representing the countries IDG Direct staff calls, leading McGovern to liken it to an office of the United Nations.*

While in Dublin for last month's Global Product Line Meeting, IDG Chairman **Pat McGovern** and his wife Lore Harp McGovern took time out to visit one of IDG's newer business units, IDG Direct. Launched in August 2011, IDG Direct is a full-service call center delivering telephone-based marketing, research and data management services.

Headed by General Manager **John Moran**, IDG Direct currently has 103 full- and part-time employees, who collectively speak more than 30 languages. "The blend of staff varies over time and depends on demand," said Moran. "Just over half our staff work in at least two languages, and we have one individual who speaks six."

Working hours are also demand-driven, Moran said, with staff generally working the business hours for the countries they are calling. "For example, our agents who call the Americas have start times that range from 12:00 p.m. to 9:00 p.m. After that, we move to calling New Zealand and Australia, then Asia, Europe and Africa and back to the Americas."

Originally set up to nurture and develop intelligence on IDG Connect's database, IDG Direct has grown from zero to 1,000 leads per day, Moran said. And while IDG Connect remains the business unit's largest customer, "all our systems and processes have been designed to allow us to deliver to multiple companies, " Moran said. "We are currently, for instance, helping IDG Australia with its telemarketing and research, providing additional capability to complement their in-house team."

Information about IDG Direct is available at its website. ■

IDG World Expo inks deal to produce BlogHer flagship events

IDG World Expo last month signed a contract with BlogHer, Inc. to produce its two flagship events in 2014 — BlogHer Food '14 in Miami May 16-17 and BlogHer '14 in San Jose, Calif., July 24-26.

BlogHer is a leading cross-platform media and event network created by, for and with women in social media. BlogHer publishes and syndicates news, information, advice and research on women in social media and hosts several conferences for women in social media.

According to its website, BlogHer encourages women "to find their voices and turn their passions into content, community and commerce." It attracts some of the web's best talent and top social sites, with topics from food and fashion to politics and parenting. The BlogHer community reaches an audience of 92 million across premium blogs, websites, Pinterest, Facebook and Twitter.

"BlogHer was born in 2005 with its first annual conference in the San Francisco Bay Area, and we've always called it 'the conference the community built,'" said BlogHer co-founder Elisa Camahort Page. "Ten years later, the community has built the conference into the nation's largest event for bloggers and social media influencers."

"We are thrilled to partner with BlogHer to produce their amazing events," said **Mary Dolaher**, IDG World Expo CEO. "BlogHer's events are unique, and they are exceptional at delivering the quality and targeted information and networking opportunities that their attendees need in order to succeed. BlogHer makes a difference in the lives of its community, and we are happy to join the team that delivers these great experiences."

The BlogHer conferences are expected to host thousands of attendees and have approximately 100 sponsors. The original conference was the first step to the creation of the BlogHer Network and ultimately the 'BlogHer Economy,' which has resulted in BlogHer paying more than $25 million to bloggers and influencers from 2009 to 2012. Bloggers are paid either via an advertising revenue share or on a work-for-hire scale, currently $50 per syndicated or assigned post.

For more information contact Carolyn Rauch. ■

Job spotlight

On the job: Digital Alliance Advisory Specialist

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. This occasional series aims to insight into what our colleagues are up to.

Name Jenelle Villani

Title Digital Alliance Advisory Specialist

Business unit IDG Enterprise Digital Solutions Group

What a digital alliance advisory specialist does

I work with external clients — i.e., vendors and advertising agencies — and internal groups such as the IDG Enterprise Custom Solutions Group and IDG Global Solutions to execute white paper, webcast, virtual event, microsite and direct e-mail campaigns on behalf of our clients. In addition to running client campaigns on various IDG sites, we meet clients' lead-generation goals by developing marketing and promotional strategies such as emails, newsletters and alerts that are sent to a targeted audience in our database that matches a client's lead criteria for the program. These criteria can be job title, company size, geographic location, etc. We also target individuals who have expressed interest in receiving more information about specific topics that align with a client's program.

Once the target audience receives an outbound promotion we will prompt them to fill out a registration form detailing their business card information, which is how we capture our leads. If the person meets the client's criteria it counts as a qualified lead. A campaign will typically last three months, although it can be one or two. I am also responsible for optimizing marketing copy and promotional strategies to meet the clients' campaign goals.

Services I deliver and who my customers are

My primary customers are partnered alliance vendors that have come together to meet a common goal and are offering a particular product or solution. **Michael Latchford**, IDGE VP, Alliance Marketing, is my partner on the sales side of things, often working with other sales reps to help get partners in front of highly targeted audiences at the right time in the right place with the right message. For example, Dell and Intel might pool their marketing dollars on a white paper program, webcast or a custom product. With mutually beneficial goals they can put together a more robust offering more cost effectively. IDGE's Alliance Advisory Services offers a portfolio of turnkey solutions that can supplement ongoing initiatives including research-based programs and white papers.

It's important to have a very fine-tuned strategy when executing these partnered programs and make sure campaigns are executed flawlessly due to the large amount of revenue on the line. The alliance-level lead generation programs tend to be even more complex due to several vendors working on one program or a particular vendor requiring us to drive an even higher volume of more targeted leads.

Key job skills

The nature of this position is fast-paced, so it's very important to be able to manage your time. You also have to be organized, patient and have the perseverance to see the task through to the end. In addition to traditional digital marketing we also need to be digitally savvy and innovative when it comes to creating engaging promotions and meeting difficult lead goals. Working closely with sales and clients on a daily basis is an integral part of the job.

***Jenelle Villani** joined IDG in 2011.*

A typical day

I focus on marketing strategy and tactics, campaign performance and metrics to come up with new and different marketing techniques. Sometimes we'll take a second look at the copy given to us by a client and adapt it to see if it gets better results or test different subject lines on emails, for example.

Best part of my job

Not only do I enjoy the result of closing a campaign, but, more importantly, what follows. At the close of a campaign I develop a campaign summary report that overviews the campaign's performance, lead demographics and key insights into the client's content. This is a newer position within the Digital Solutions Group, and it's exciting to be part of a growing organization and defining new levels of customer service.

Most challenging part of my job

Our programs have a high volume of lead goals, complicated lead filters and very high price tags, which puts pressure on you to perform at a very high level. To meet today's demands we have to execute programs with a shorter turnaround time.

A recent accomplishment

Overcoming the learning curves of the lead-generation business and this industry's terminology, as well as becoming proficient in my job. I was recently promoted to this role after coming on board as a digital account services specialist. ■

noteworthypeople

Promotions

Sullaway

CIO Executive Council Director of Strategic Services **Kathy Sullaway** is now VP of strategic services. "After a long career in telecommunications Kathy joined the CIO Executive Council in December 2006, focused on renewing memberships by leveraging client relations," said **Pamela Stenson** CIO Executive Council SVP and general manager. "After the launch of our Pathways leadership development program Kathy became intimately involved in developing curriculum and other higher value services, enabling us to further penetrate our accounts and expand our reach to areas such as diversity officers, corporate trainers and HR leaders. Last year Kathy led this new revenue stream to $1m in sales, leading a team focused on selling and delivering services that return a 90% member renewal rate and deep relationships in the C-suite." ksullaway@cio.com

Soto

Previously senior analyst, Telecommunications, Chile with **IDC Latin America**, **Patricio Soto** has been promoted to manager, Telecommunications, Chile. "Over the past years, Patricio has been key in supporting client engagements as well as growing the business in Chile," said **Romina Adduci**, director, Telecommunications for IDC Latin America. "In this new role, Patricio will continue to enhance the Telecom Networks and Services Research and Consulting practices, providing greater value through the management of an extended team." psoto@idc.com

IDC Latin America Analyst **Leandro Agion** has been promoted to senior analyst, Telecommunications, Latin America and program manager, Telecommunications Services, Latin America. "Over the past years, Leandro has been key in conducting research and supporting client engagements in Argentina," Adduci said. "In this new role, Leandro will be able to take his knowledge and expertise to the next level, extending his reach by managing Telecom Services-related programs at a regional level." lagion@idc.com

Zegarra

IDC Latin America Analyst **Daniel Zegarra** is now senior analyst, Emerging Markets Research, Latin America. "Over the past five-and-a-half years, Daniel has helped expand and lead our Emerging Markets practice, which now regularly reports on six countries quarterly or semiannually, and a host of additional countries on an as-needed basis," said **Jay Gumbiner**, VP, Research, Latin America. "He has always been excited to help out with additional consulting projects or research responsibilities that have come his way and now is focused on improving the inputs for our Rest of Latin America models for the various Trackers and planning our Emerging Markets strategy for the next five years. dzegarra@idc.com

IDC Latin American Emerging Markets Analyst **Diego Valer** has been promoted to senior analyst. "Over the past five-and-a-half years, Diego has proven himself to be a respected leader in the technology space," Gumbiner said. "For many years he served as the spokesperson for consumer device trends in Peru and more recently has become well respected within Ecuador as the key person for press and clients to contact to understand key consumer market trends in that market." dvaler@idc.com

New employees

Ramos

IDC Brazil has hired **Luciano Ramos** as a software research coordinator. Previously a systems manager with retail bookstore Crefisa and Saraiva, he holds a B.S. in data processing from Mackenzie Presbyterian University in Sao Paulo, Brazil. In his free time he enjoys rock music, Guitar Hero and "playing a lot with my daughter; becoming a father is the best thing ever." lramos@idc.com

Transfers

Carter

Previously program manager, Strategic Clients with **IDG Global Solutions** in the U.K., **Adele Carter** moves to IGS's APAC office in Singapore as associate director, Program Management. In association with IDC Asia Pacific, she will be educating clients on IDG's strengths and capabilities in research, content creation, lead generation and social communities. She recently earned a certificate in direct and digital marketing from the U.K.'s Institute of Direct and Digital Marketing. Before moving to Singapore, her interests included going to the gym, yoga and socializing. "Since my move, it's been eating and seeking water for hydration from the heat," she said. adele_carter@idg.com

Hair today, gone tomorrow!

WORLD SERIES
STRONG
IDG Enterprise
Custom Solutions Group

*Custom Solutions Group staffers in Framingham, Mass., who got into the spirit included (top, l-r): **James Sherman**, **Amy Greenleaf**, **Charles Lee**, **Karyn Murphy**, **Stan Gibson**, **Karen Capland** and **Ben Whitmore**. (Bottom, l-r): **Jen Mariani**, **Pat Eason**, **Terri Sanford Cook**, **James Lenza**, **Gary Beach**, **Joel Weisberg** and **Maro Eryman**.*

Members of IDG Enterprise's Custom Solutions Group decorated the office and donned headgear to show off their Boston Red Sox pride after last week's victory that clinched baseball's World Series Championship. Throughout the season, Red Sox players grew beards to boost team camaraderie and to keep the good-luck karma going. Fans everywhere supported the effort by sporting real — or imagined — facial hair as well.

Share a photo of what's happening around your office by contributing to IDG Central's Photo of the Day feature. Send the photo with a short description to idgcentral@idg.com.

continued from page 3

One on one

geographical and technological perspectives.

We continue to focus our efforts in the same areas in FY14 and are investing to accelerate our penetration into new markets, strengthen our thought leadership in these converging areas of IT and improve on our operational efficiencies. IDC A/P will be making some significant investments in:

- Sales: increase penetration into untapped markets in countries and industries by adding account managers, sales managers and product specialists in consulting and integrated marketing programs.
- Research: increase geographic and technological coverage of emerging markets by adding analysts and practice leaders.
- Research support: provide support to IDC A/P's research efforts by establishing a Research Operations Center to centralize certain Tracker processes and an Insights Research Bench to ensure Insights and Vertical data are aligned.
- Product management: design syndicated research to our target markets by analyzing, positioning, packaging, training and establishing governance.

There will be the ongoing challenges to be first to market, but IDC A/P has a strong team of people with diverse skills and competencies. Our success has come about due to the extraordinary collaboration within and between business units. This culture sets us apart from competitors as we are seen to be knowledgeable, dynamic, flexible and fun to work with. It is also this overriding passion that makes me look forward to going to work every day. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

46
Ted Bloom *IDG*

26
Michelle Chase *IDG*

25
Jayne Enos *IDG*

22
Hugo Shong *IDG China*

19
Kim Nash *CXO Media*

17
Mario Morales *IDC*
Magnus Höij *IDG Sweden*
Patrick Thibodeau *Computerworld*

16
Cindy Reed *IDG*

15
Amy Kelley *IDC*

14
Phil Michaels *IDG Consumer & SMB*

13
Mary Jane Donnelly *IDC*
Mats Brandon *IDG Sweden*
Alexander Beck *IDG Germany*
Hans Dirscherl *IDG Germany*

11
Patricia Henderson *IDC*
Bo Lykkegaard *IDC Nordic*

10
Laura Brisbee *IDC*
Matthew Egan *PC Advisor*
Janet Ward *IDG*
Patrick Burke *IDG*

9
Charles Harris *IDC*
William Roch *IDC*
Eduardo Caceres *IDC Canada*

8
Márton Virágh *Project029 (Hungary)*
Chris Breen *IDG Consumer & SMB*

7
Anthony Bebee *IDC*
Werner Ortler *IDG Switzerland*
David Ayvar *IDC Peru*
Anna Müller *IDG Sweden*
Deb Begreen *IDG Communications*
Alida Roberts *IDG World Expo*
Linsy Miller *IDG World Expo*
Mariella Ley *IDG World Expo*
Maureen McNeil *IDG World Expo*
Melissa Messier *IDG World Expo*
Nan Funsch *IDG World Expo*
Suzanne Levecque *IDG World Expo*

6
Lidice Fernandez *IDC*
Patrick Melgarejo *IDC Peru*
Thu Nguyen *MRD Vietnam*

5
Craig WIlga *IDC*
Tim Brunt *IDC Canada*

4
Neil Dhanowa *Network World*

3
Jeffery Smith *IDC*
Brian Keenan *CXO Media*
Isaac Zefarani *IDG TechNetwork*
Hans Lima *IDG*
Joseph Rodhouse *IDG Research*

2
Éva Sós *Project 029 (Hungary)*
Jován Pavlovic *Project 029 (Hungary)*
Péter Horváth *Project 029 (Hungary)*
József Mocsáry *Project 029 (Hungary)*

1
Nolan Greene *IDC*
Erin Johnston *IDC*
John Regan *IDC Canada*
Tom O'Brien *IDG U.K.*
Florent Brindavoine *IDC France*

Please send anniversary information to world_update@idg.com.

PC World Vietnam editor shares insights on media trends

PCW Vietnam's ***Le Trung Viet.***

IDG Vietnam CEO ***Tam Le*** *(right) and staff.*

Le Trung Viet, editor-in-chief of PC World Vietnam, talked about the communications industry, media trends, challenges and revenue opportunities at an internal training session recently for 20 IDG Vietnam employees. He also shared insights on how to integrate media outlets to deliver messaging effectively and efficiently.

PC World Vietnam, the country's first computer-related publication, has been produced since 1992 by IDG's publishing partner, the Ho Chi Minh City Department for Sciences & Technology. IDG Vietnam produces events and executive networking and training programs through associations such as the CIO & CEO Club.

unsunghero

Corissa Donaghy

Program Coordinator

IDG Enterprise

IDGWorldUpdate
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thanksto

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Eva Au *IDC Asia/Pacific*
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Carolyn Rauch *IDG World Expo*
Philipp Senkbeil *IDG Germany*
Anh Truong *IDG Vietnam*
Vernon Turner *IDC*
Karen Wilde *IDG Enterprise*

*IDG Enterprise Vice President of Program Development **Karen Wilde** named Program Coordinator **Corissa Donaghy** her group's Unsung Hero. "Corissa is always ready and willing to help and dedicates herself to doing the best job possible. Her job responsibilities are vast, and no matter how busy she is she always has a kind word and a great attitude. She has helped to streamline our processes and, frankly, she is key to the stability of our team. To sum it up, Corissa is an invaluable member of our team and one whom we greatly appreciate!"*

Home
Natick, Mass.

Joined IDG
January 2010

Title
Program Coordinator

Primary job responsibilities
I work in IDG Enterprise's Custom Solutions Group, which is a team of specialists. We create custom programs that are outside-the-box to meet clients' marketing needs. My core role in the group is to work with the project managers and sales department to forecast the programs we currently have and the numerous new projects that continually evolve.

Three things I do in a day's work
Listen, write and execute. I meet with all project managers and discuss the status of their programs. I update the project management system and forecast. Later in the week, I meet with each brand's sales team and let them know where their programs stand.

What I love most about my job
I have a few things I love about my job. I love the people I work with in all the departments that I touch. I also love having the opportunity to create new processes and streamline operations. When I started, my job was a grassroots position and very disjointed. I love watching the new processes come to life and be successful. I love that my manager listens to some of my ideas for streamlining operations and then makes them happen.

*Program Coordinator **Corissa Donaghy** joined IDG Enterprise in 2010.*

JOEL WEISBERG

A hot-button issue that I'm dealing with on the job these days
We are switching to a new reporting system that is challenging, yet exciting. I like to learn new things, so I'm embracing it!

Latest accomplishment
While this has been ongoing, I'm proud of how I was able to create new processes and streamline operations to hopefully make everyone's forecasting a little easier.

Career highlight
Receiving a 2013 IDGE President's Award.

What I'm doing to be a better employee
I always try to stay positive and take advantage of all the training offered so I can increase my skill set. I'm not afraid to ask questions and I embrace change.

Interests outside the office
I love being a taxi driver for all my kids' activities. I also like running in short-distance road races and participating in charity walks.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

28 OCTOBER 2013 | VOLUME 43, NUMBER 41 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | GPLM - *page 4-5* | ANNIVERSARIES - *page 8* | UNSUNG HERO - *page 9*

IDG Global Product Line Meeting serves as forum for sharing ideas

GPLM
Dublin

More than 200 employees from around the world descended on Dublin, Ireland, this month for the company's annual three-day information exchange. Above, colleagues display their mobile readiness!

SEE MORE ON PAGE 4

Also in this issue

Engineering Solutions Group provides 'technical backbone' while supporting ideals of decentralization

One on one: IDG Training and Development's Alana Dros addresses managing change

INNOVATION DAY
WELKOM

IDG Netherlands' new IT Innovation Day event focuses on creativity; new approach for venue and audience.

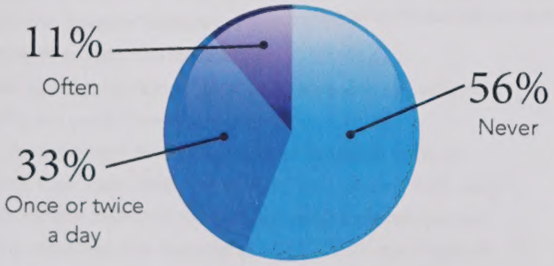
SEE MORE ON PAGE 6

Unsung Hero: IDC Latin America's Daniel Zegarra is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

How often do you check Twitter during a typical day?



Log on to www.idgcentral.com to vote on this week's question:

How will you celebrate Halloween this year?

CLICK HERE

DIGITAL FACT CHECK

Moderators at the Innovations at IDG session at the IDG Product Line Meeting asked the audience to guess the answers to some questions about digital advertising. Here are some of the facts, drawn from several U.S.-based surveys:

14% INFOLINKS DECEMBER 2012 U.S. SURVEY	PERCENTAGE OF AUDIENCES WHO RECALL THE LAST AD THEY SAW
3 2012 ADFORM'S MEDIA BAROMETER	AUDIENCES ARE **X** TIMES MORE LIKELY TO CLICK ON RICH MEDIA VS. STATIC ADS
59% SOLVE MEDIA, DECEMBER 2012	PERCENTAGE OF MEDIA BUYERS IDENTIFYING NATIVE ADVERTISING AS "VERY IMPORTANT"

New Engineering Solutions Group provides 'technical backbone'

Development and implementation of IDG Media Platform is group's first focus

(L-R): Principal Software Engineer ***Jim Hutson****; Senior Director, Web Operations* ***Sean Greathouse****; Chief Technology Officer* ***Aaron Jones****; Senior Director, Software Engineering* ***Thomas Alexander****; Senior Quality Assurance Engineer* ***Eric Pivnik****; Senior Software Engineer* ***Alexis Barrera****; Principal Software Engineer* ***Justin Counts*** *and Senior Web Operations Administrator* ***Andy Trice****.*

WORLD UPDATE

Last month a new U.S. business unit launched with a mandate to build world-class software systems that IDG can use throughout the enterprise to promote best practices and communication across IDG business units. At the same time, noted **Aaron Jones**, CTO, IDG Communications and general manager of the new IDG Engineering Solutions Group (ESG), "we intend to foster a community of talented developers within IDG that will enhance all of our products and services."

The group's current focus is the development of core features and functionality for the IDG Media Platform and the onboarding of all IDG Communications U.S. brands. Currently, PCWorld.com, Macworld.com and Techhive.com are running on the new responsive platform. Jones, who reports to IDG Communications President **David Hill**, said he expects the first Enterprise site — javaworld.com — to go live on the new platform early in December, and it will be followed by an additional site every four to six weeks until all of the Enterprise sites are on board in FY14. "We also plan to start working in '14 on onboarding the IDG News Service, but we haven't yet established release dates for that project," Jones said.

Describing the benefits of the new platform, Jones noted that all articles will reside in a common database, all stored natively in valid, well-formed XHTML5, meaning that they can be easily shared with other brands in the system and are easily malleable into alternate forms. All code built in the system can be easily shared with all properties in the system. Editors will also work with a common interface, allowing propagation of best practices and development of efficient work flows, Jones said.

(L-R): Members of IDG ESG based in Framingham, Mass., include: ***Kevin Eberman****, director, network and systems operations; and* ***Jimmy Dias****, senior software engineer.* ***Chris Lin****, senior software engineer, works remotely on the West Coast.*

Jones noted that the ability of business units to control their own destinies without competing with each other for the attention of a single central development staff is critical to the success of the IDG Media Platform. For that reason, IDG ESG developers have adopted an open source approach that allows developers from different groups not only to take advantage of already implemented features, but also to improve the platform by contributing their enhancements back into the source code. "Having a central development staff in addition to local developers allows for multi-tracking of priorities," he said. "IDG ESG staff can therefore focus on the long-term health and development of the core code base, freeing local developers to innovate at the local level and focus on their core audiences."

Given the historic decentralized nature of IDG's operations, many different software systems have been set up over the years to essentially manage the same kinds of processes, Jones noted.

And while this approach does support the objectives of decentralization in providing an experience that is tailored to a local audience, supporting many different systems is extremely inefficient and limits the resources available to innovate and bring new products to market. "With [former IDG Communications CEO] Bob Carrigan's support and vision, we formed this group with the idea of providing a technical backbone to all of IDG in a way that supports the core ideals of the decentralized model. I am excited to now be working with David Hill to help bring this vision to fruition," Jones said.

> "We formed this group with the idea of providing a technical backbone to all of IDG in a way that supports the core ideals of the decentralized model."
>
> *Aaron Jones*

For more information, contact Aaron Jones. ■

OneonOne

Alana Dros

IDG Training & Development

Alana Dros is a professional and management trainer for IDG Training & Development. A 15-year IDG veteran, she has developed and led workshops on the topic of recognition for the IDG Management Roundtable Series, the IDG Professional and the IDG Management Excellence Program. Reach her at alana_dros@idg.com.

> Regardless of the title that we hold within the organization, each of us has the opportunity to act as a "change champion."

With IDG's business units experiencing more change than ever before, learning to navigate and/or lead through that change is more critical than ever before. In this column, Alana Dros addresses the topic of change and how employees can best prepare themselves to deal with it effectively when it occurs.

Q What's the difference between change and transition, and why is that an important distinction?

A There's a big difference between change and transition. Change is situational: the move to a new site, the retirement of a leader, the reorganization of the roles on the team or revisions to the pension plan. Transition is psychological; it is a three-phase process that people go through as they internalize and come to terms with the details of a new situation. Getting people through the transition is essential if the change is actually to work as planned. More often we focus on the actual event of the change, but not as much on the transition from point A to point B.

Q What are the three stages involved in transitions?

A William Bridges, author of *Managing Transitions: Making the Most of Change*, describes a model of transition that includes a three-phase process that people go through as they internalize and come to terms with the details of a new situation that change brings about. The model starts with letting go of the old ways and the old identity people had. In phase two, people are working through an in-between time when the old is gone but the new isn't fully operational. In the third and final phase people come out of the transition and make a new beginning.

The first stage of the transition model is the "Ending Stage." Before you can begin something new, you have to end what used to be. Before you can learn a new way of doing things, you have to unlearn the old way. Before you can become a different kind of person (or company) you must let go of your old identity. So beginnings, depend on endings. Once you understand that transition begins with letting go of something, you have taken the first step in the task of transition management.

The second stage of the model is the "Neutral Stage." This is the psychological no-man's-land between the old reality and the new one. It is the limbo between the old sense of identity and the new. It is the time when the old way of doing things is gone but the new way doesn't feel comfortable yet. In this phase things are up in the air. Nothing is a given, and anything could happen. No one knows the answers. People's anxiety tends to rise in this phase and motivation tends to fall. It is easy for people to fall back into old ways. One of the most difficult aspects of the neutral zone is that people don't often understand it. They expect to be able to move straight from the old to the new. However, this phase is a time when reorientation and redefinition must take place. It's natural to feel somewhat frightened and confused at such a time.

The third and final stage of the model is a "New Beginning." Beginnings involve new understandings, new values and new attitudes. The beginning stage is where people make an emotional commitment to the new world and see themselves as part of this new world. Beginnings are strange things. People want them to happen but also fear them at the same time.

Q For managers, what are some key considerations in helping employees to negotiate change?

A Employees and managers both need to get comfortable with the idea of change and what it means for them. Then it is crucial that each person sees a role for herself in realizing that change. Regardless of the title that we hold within the organization, each of us has the opportunity to act as a "change champion." The change champion supports, advocates and models positive change in his/her daily attitudes and tasks. A change champion fundamentally believes that change is good and recognizes opportunities for change. Champions talk about change in positive ways and try to help others see the benefits, or at least the rationale, behind the change. Regardless of what's going on today, a change champion has a vision of what could be and uses that to guide them in their efforts.

Q I like the idea of being a change champion, but I'm not even sure I agree with these changes.

A Becoming a change champion is not an easy task. In order to play this role, you will need to have all of your questions answered. At first asking questions can seem like a form of resistance. However, the more you understand about a

continued on page 8

Annual Global Product Line Meeting fosters spread of ideas, strengthens relationships

With 219 employees representing 30 countries and more than 40 business units and publishing partners, IDG's annual information-sharing and networking event took place over two-and-a-half days earlier this month in Dublin, Ireland. Organized around the theme "The Next Wave," the 2013 edition of IDG's Global Product Line Meeting featured eight general sessions; 19 breakout sessions; several opportunities to meet with groups including IDG Global Solutions, the IDG News Service and IDG Technology Solutions Group; and plenty of informal time to catch up with colleagues. Close to 60 IDG speakers focused the conversation on the products and technologies transforming both IDG's business and the industry it covers.

IDG
DUBLIN
2013
WAVE
IT LINE MEETING

IDG WORLD UPDATE PHOTOS

IDG Global Solutions CEO ***Matthew Yorke*** *shared key trends in today's media and tech markets.*

Following welcoming remarks from IDG founder and Chairman **Pat McGovern** who urged attendees to capitalize on the opportunities created by the rapid changes occurring in the media industry, IDG Communications President **David Hill** took the stage to open the meeting. Noting that "IDG has been surfing the waves of change for close to 50 years," Hill thanked McGovern for his leadership and credited him with helping to ensure that IDG "has done a pretty good job of staying on the crest of those waves" over the past five decades.

IDG Global Solutions CEO **Matthew Yorke** got the discussion rolling with an overview of the shifting market dynamics that are upending the IT market. Noting that many of the companies that have historically comprised IDG's customer base are becoming less relevant in today's market, he urged colleagues to focus on the next wave of customers. Pointing to a slide that included names such as Google, Box, Yammer, Dropbox, LinkedIn, Rockspace, ZTE and Amazon among others, Yorke said, "Somewhere in this mix is the future breakout IBM or Microsoft tier-one account. Don't wait. Get out in front of these companies early."

Kumaran Ramanathan*, managing director, IDG Global Solutions, and* ***Maringo Vjliter****, IDG Netherlands B2B publishing director, were among the speakers at this month's GPLM.*

Noting that it isn't possible to overstate the impact of what IDC has termed "the 3rd Platform," (mobile, big data, social, cloud) Yorke called it "the only marketplace in IT that matters." Quoting IDC data, he told the audience that these technologies are already driving 25% of all IT investments and that the percentage will climb to 40% within the next seven years.

> "We've been doing this globally for 50 years and we are still successful. Why does that happen? Because we innovate, change and stay relevant."
> *Kit Gould, IDG U.K.*

Yorke also pointed out that much of the growth — both in terms of new industry players and consumers — will come from emerging markets. Noting that three of the five top smartphone makers — Samsung, Apple, LG, ZTE and Huawei may not yet be familiar to many people in the room, he also said:

- China currently has 1 billion mobile subscribers.
- India adds 1 million new mobile subscribers each month.

continued on page 5

continued from page 4

GPLM

- Seventy-five percent of Twitter's audience is outside the U.S., and its fastest-growing markets are in Brazil, India, the Middle East and Latin America.
- Ten percent of LinkedIn users are in India.

Following Yorke to the stage was IDG Research Services VP and General Manager **Janet King**, who shared results from her group's most recent global study: Millennials and Media: Catch the Next Wave. Unlike previous studies presented at the GPLM, which gauged the tech habits and preferences of visitors to IDG sites, this year's study focused on the tech habits of a specific generation: millennials. Noting that millennials are the first generation that has grown up as complete digital natives, King said that this segment — born between 1980 and 1995 — currently comprises one-third of the world's population. "Their experience as consumers will directly influence their actions in the workplace," King noted, adding that "this is a generation that matters not just to our B2C businesses but also to people on the B2B side at IDG."

The study also found that millennials:

- Are a mobile- and device-driven generation (96% own and use one or more mobile devices, and 82% have a mobile device within reach at all times).
- Have a native connection to the Internet and social media.
- Enjoy the role of tech advisor.
- Display a broader acceptance of data targeting and less stringent expectations around privacy.

***Dawn Briddon**, chief marketing officer at IDG U.K., makes a point during a breakout session.*

Rounding out the morning was a panel discussion focused on Data-Driven Publishing Strategies led by IDG Tech Network CEO **Pete Longo** that included **Scott Harris**, VP/Sales and Marketing at IDG Consumer & SMB; IDG U.K. Managing Director **Kit Gould**; and IDGE SVP and General Manager, Online Operations **Gregg Pinsky**.

IDG VP/International Finance Controller **Keith Arnot** hosted a panel discussion that focused on Launching a New Brand and featured IDG Sweden Country Manager **Christer Bjorkin**, IDG Communications U.S. CEO **Michael Friedenberg** and IDG Germany Tech Media Publisher **Jonas Triebel**. In addition to creating new brands, Arnot reminded the audience of the importance of innovating existing brands to respond to market changes.

Friedenberg then remained on the stage to talk about Innovation in Events with IDG Germany IDG Germany Publisher/Business Media **Michael Beilfuss**, IDG Enterprise SVP/Events **Ellen Daly** and IDG Sweden Business Manager **Joakim Allwin**. Among the various subjects covered, panelists identified hot topics in events: IT security, governance, software-defined networks and a focus on users presenting real solutions to IT challenges.

*IDG Tech Network CEO **Pete Longo** (r) hosted a panel that included (l-r): **Scott Harris**, VP/Sales and Marketing, IDG Consumer & SMB; IDG U.K. Managing Director **Kit Gould**; and IDGE SVP and General Manager, Online Operations **Gregg Pinsky**.*

IGS Director, Mobile Strategy **Christina Carstensen** gave an overview of this year's global mobile survey, which showed that today's mobile audience is highly engaged, increasingly receptive to mobile ads and uses tablets and smartphones in every phase of the purchase process. IGS Commercial Director/International Sales **Christian Drake** led a customer panel, where one of the themes was the need for IDG to educate clients about the business value that mobile advertising can bring to a company.

Rounding out the plenary sessions was a panel comprising IDG Netherlands B2B Publishing Director **Maringo Vjliter**, IDG U.K.'s Kit Gould and IDG Germany CEO **York von Heimburg** and moderated by Director of Corporate Communications/IDG Global Headquarters **Susanna Hinds** that looked at Leveraging IDG's Global Brand. Responding to a question about IDG's greatest strength, Gould said, "reach, heritage, innovation, quality and integrity. We've been doing this globally for 50 years and we are still successful. Why does that happen? Because we innovate, change and stay relevant."

Breakout sessions spread throughout the meeting focused on topics including native advertising, social media optimization, audience shifts, events, content aggregation, video, marketing services and custom publishing, mobile advertising and more.

A perennial favorite, the Great Ideas Express, featured nine presentations – each five minutes or less – describing innovative products and services gaining traction at IDG business units worldwide. (Read about one of the ideas, IT Innovation Day, p. 6)

Following the first full day of the meeting, attendees enjoyed a group dinner at the historic Guinness Storehouse complete with a performance by Irish step dancers.

All plenary sessions were broadcast live and are now available on demand on IDG Central's GPLM page along with the breakout session presentations, attendee contact information and photos. Interviews with many of the speakers will be available shortly. ■

IDG Netherlands emphasizes creativity in new event targeting broad IT audience

IDG Netherlands' newest event, IT Innovation Day, lived up to its name in many ways. Not only did the conference content focus on creative approaches to IT challenges, but IDG NL took a fresh approach regarding audience, speakers, venue and location. The combination of all the elements resulted in a profitable event that laid the foundation for next year's edition.

IT Innovation Day was IDG Netherland's first event — and the only conference in the local market — to target the full range of the IT audience spectrum: IT professionals, IT managers and C-level IT executives. It was also the company's largest B2B event ever, with 539 paying attendees.

"We wanted to bring our main B2B brands [Webwereld.nl, Computerworld.nl and CIO.nl] together and create a 'family' that serves anyone working in IT as they move up the career ladder," said CIO.nl Chief Editor **Volkert Deen**, who emceed the event. "We also felt innovation is the most important area where IT can grow into becoming a strategic asset to the organization it serves."

Deen said that rather than hold the event in Amsterdam, which isn't centrally located and is an expensive place to accommodate large crowds, the team sought a locale that was "less predictable and oozes creativity and a partnership with a city that was prepared to support us as much as possible." That turned out to be Amersfoort, home to many artists and a revamped business district looking to attract startups. The venue was a former industrial complex, newly opened for events, adjacent to a railway station with ample (and free) parking, thanks to one of IDG's many negotiations with the city. Several old railway cars that the convention center converted into breakout rooms added to the venue's funky atmosphere.

it
INNOVATION
DAY
ERIK DE ZWART
VOLKERT DEEN
IDG

CIO.nl Chief Editor ***Volkert Deen*** *(left) co-hosted the event with a popular Dutch TV celebrity.*

The appeal of the new concept led T-Systems, which had previously sponsored an innovation event hosted by competitor ICT Media, to jump ship and sign with IDG's conference. IDG Netherlands announced its Sept. 19 date early in the year, and subsequently ICT Media decided on the same date.

it
INNOVATION
DAY
4
↑
T-Systems

Some breakout sessions were held in renovated train cars.

"ICT Media was not happy with T-System's defection, and we had to deal with rumors being spread that our event would never get off the ground," Deen said. "Given that there were a variety of other large and small IT-related events being held in September, we are proud that we managed to attract such a large number of paying visitors that gave us such an enthusiastic response afterwards."

Attendance was just shy of the 600-person goal, but the staff was happy with the results for a first-time event. Early-bird admission was 199 euros (US$268) and 299 ($404) thereafter. Three other sponsors joined T-Systems and exhibited; more than a dozen partners also supported the event, including IDC.

IDG Netherlands sought out speakers who didn't have a typical IT background. There were trendwatchers, marketing specialists, entrepreneurs, academics, scientists and even a sports celebrity — a former Olympic volleyball star who now uses metrics and big data to improve athletes' performances. A popular Dutch radio and TV celebrity co-hosted the conference. There were also a few speakers with a more traditional background but who have a reputation for being provocative thinkers.

IT Innovation Day was among the brief presentations at the IDG Global Product Line's Great Ideas Express session. View the video or download the presentations from the GPLM home page.

"This unusual collection ensured that the people in our audience felt invigorated and energized," Deen said. "Combined with an unusual setting, we think we came up with a creative environment that is not commonly associated with IT."

In addition to positive feedback from attendees during the event, IT Innovation Day earned praise in numerous blogs and the mayor of Amersfoort stopped by to compliment the team and invite them back next year.

Contact Volkert Deen. ■

noteworthypeople

New employees

Bierek

New at **IDG Sweden** is Web Developer **Emily Bierek**. She previously worked for an ad agency as a digital designer and developer and has studied web design, media, programming and interaction design. In her free time she enjoys travel, attending concerts and taking Zumba classes. emily.bierek@idg.se

Kersh

JOE MOLA

New at the **CIO Executive Council** is Account Executive **Alyson Kersh**. She most recently worked as a consultant with Treeline, Inc. and earned a B.A. in social sciences from Michigan State University in East Lansing, Mich. In her free time she enjoys cooking and outdoor activities. akersh@cio.com

Yenipinar

IDG WORLD UPDATE

New at **Computerworld**'s San Francisco sales office is account coordinator **Zeynep Yenipinar**. She was most recently a freelance consultant assistant at Roshi Consulting. She earned a B.A. in international business management from Ohio's Marietta College and an MBA in marketing and information systems from San Francisco State University. She enjoys working out, reading and "helping build startups in terms of strategic thinking." zyenipinar@idgenterprise.com

IDG TechNetwork's New York office has hired **Kellen Hill** as an account executive. He was most recently the interim assistant director of multicultural affairs at the University of North Texas, where he also earned a M.A. in journalism. He also holds a B.A. in organizational communications from McKendree University in Lebanon, Ill. In his free time he enjoys outdoor sports, cooking, writing and travel. kellen_hill@idgtechnet.com

Barr

IDC Australia has hired **Graham Barr** as research director, Telecommunications, responsible for leading the definition, creation and production of IDC Australia telecommunication market intelligence products and solutions for clients and prospects. He has more than 30 years of experience in the IT industry, including 15 years in telecommunications. He holds an M.A. in educational psychology from the U.K. University of Sheffield. gbarr@idc.com

Pappas

Also new at **IDC Australia** is Country Sales Manager **Chris Pappas**. He has worked for Macquarie Telecom in its Melbourne, Sydney and Singapore offices, as well as for system integrators 3D Networks and O2 Networks. He enjoys camping, fishing, four-wheel driving and cooking. cpappas@idc.com

Zhang

IDC China's Beijing office has hired **Yi-Lei (Felix) Zhang** as a research manager with its PC group. He previously worked at Millenriver Consulting Co. where he was responsible for project management as well as research and analysis of the IT and telecom markets. He graduated from the College of Applied Arts and Science of Beijing Union University with a B.A. in English. yileizhang@idc.com

Chan

Diane Chan joins **IDC Malaysia** as an associate market analyst, Client Devices, responsible for tracking and analyzing the Malaysian PC market. She is an honors graduate from Canada's University of Toronto where she specialized in statistics and actuarial science. She did an internship at Hwang Investment Management Berhad where she analyzed financial statements and market demand. In her free time she enjoys watching TV and movies. dianechan@idc.com

Sia

IDC Singapore has hired **Jun Hua Sia** as a senior market analyst for the Asia Pacific Document Scanner Tracker. He previously worked for Fuji Xerox Global Services and Konica Minolta Business Solutions Asia as a solutions architect and business analyst, respectively. He graduated from Nanyang Technological University with a B.S. in electrical and electronics engineering, specializing in info-communications engineering. Away from the office he enjoys running and surfing the Internet. jhsia@idc.com

The **CIO Executive Council** has hired **Meghan Kennelly** as an administrative assistant. She was previously a sales intern with Liberty Mutual and holds a B.S. in business administration and marketing from Worcester (Mass.) State University. mkennelly@cio.com

Previously manager of client strategy and development at Quinstreet, **Patrick Mortonson** joins **IDG Consumer & SMB** as an account director. A graduate of Saint Louis University, he holds a B.S.B.A. in entrepreneurship. He enjoys sailing, soccer and live music and recently completed the Escape From Alcatraz Swim. pmortonson@idgcsmb.com

Returning employees

Becerril

Adolfo Becerril returns to **IDC Mexico** as an account manager; he was previously a Consumer and Enterprise consultant there and most recently worked as a market research manager for AMPM Mensajeria. He earned a B.A. in economics from the Universidad Tecnológica de México in Mexico City. In his free time he enjoys playing guitar and bass, video games and runs 10km every weekend. abecerril@idc.com

Nadeau

PETER SHORT

Previously a senior account coordinator with IDG Enterprise, **Sarah Nadeau** returns to the company as a client services representative with **IDC Framingham**. She was most recently a marketing communications specialist with Blueskies Wellness, Inc. She holds a B.A. in communications studies from Liberty University in Lynchburg, Va., and enjoys making music, fashion consulting and running. Sarah finished her first half marathon in November and performed a song she co-wrote at Nashville's Bourbon Street Blues and Boogie Bar last month. snadeau@idc.com

Transfers

Riley

IDG WORLD UPDATE

Nelva Riley, previously executive assistant to former IDG Communications CEO Bob Carrigan, has a dual role within **IDG International Publishing Services** supporting its international licensing and administration, as well as executive assistant responsibilities, working with IDG Communications President David Hill. "Nelva brings 10 years of experience with IDG, having worked with Bob in his global CEO role, and I know she is going to be a great addition to IPS," said IPS President **Jim Sullivan**. She earned a B.A. in business administration from the University of Panama and enjoys spending time with her daughter, volunteering and rollerblading. nelva_riley@idg.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Stephen Fontaine *IDC*

22
Steve Pelosi *IDG*

21
Jim Farley *IDC*
Maria Lindström *IDG Sweden*
Joachim Hackmann *IDG Germany*

20
Carolyn Johnson *IDG Enterprise*
Sean Weglage *InfoWorld*

19
Sabine Meyer *IDG Germany*

18
Ricardo Sampaio *IDC Brazil*
Mary Scanlon *IDG Enterprise*

16
Masaaki Moriyama *IDC Japan*
Brian McDonough *IDC*
Juan Carlos Perez *IDG News Service*

15
Carina Nilsson *IDG Sweden*
Christian Töpfer *IDG Germany*
Sheryl Hodge *CXO Media*

14
Geoffrey O'Connor *IDG U.K.*
Manfred Aumaier *IDG Germany*
Chris Ingle *IDC U.K.*

13
Masato Takeuchi *IDC Japan*

12
Ineke Hese *IDG Netherlands*
Thomas Jank *IDG Germany*
Sharon Gaudin *Computerworld*

11
Erik Hofslagare *IDG Sweden*

10
Sigrid Falkner *IDG Germany*
Chistian Löbering *IDG Germany*

9
Jeff Jedras *IT World Canada*
Brad Dillon *IDC*
Imre Egri *Project029 (Hungary)*
Renata Bevilacqua *IDC Brazil*
Jose Pauty *IDG Netherlands*
Lisa Otero *Computerworld*
Scott Gemmell *IDC U.K.*

8
Amy Seitz *IDC*
Karen Lindström *IDG Sweden*
Mirja Wagner *IDG Germany*

7
Polly Chan *IDC Hong Kong*
Juliet Truscott *IDG Global Solutions*
Lindsay Duggan *IDC*
Krisztián Faragó *Project 029 (Hungary)*
Piotr Twardy *IDG Poland*
David Best *CXO Media*
Pamela Heylin *IDG Enterprise*

6
Patricia Gonzalez *IDC Mexico*
Piotr Rodzen *IDG Poland*
Marcin Rosiczka *IDG Poland*
Stefan Huegel *IDG Germany*
Christoph Klapetek *IDG Germany*
Chris Bresnahan *IDG Enterprise*
Nina Carrara *IDG World Expo*

5
Mary Turner *IDC*
Kazuhiko Hayashi *IDC Japan*
Estelle Chapin *IDC France*
Cyril Meunier *IDC France*
Benjamin Schischka *IDG Germany*
Armin Weiler *IDG Germany*
Kitti Kovacs *IDC U.K.*

4
Juan Jin *IDC Malaysia*
Rebecca Hamilton *IDG Global Solutions*
Karsten Linde *IDG Germany*
Martine Matyus *IDG U.K.*
Kristian van Tuil *IDG Netherlands*
Johnny Högdahl *IDG Sweden*
Valerie D'Aquila *IDG Enterprise*

3
Maura Fitzgerald *IDC*
Richard Costello *IDC*
Michael Versace *IDC*
Uemura Takuya *IDC Japan*
Nissi Jang *IDG Korea*
Vince Banks *IDG TechNetwork*
Shanna Cito *IDG World Expo*

2
Susan Ma *IDC China*
Darwin Lie *IDC Indonesia*
Le Deng *IDC Hong Kong*
Linn Huang *IDC*
Tomasz Bitner *IDG Poland*
Regina Boeckle *IDG Germany*
Martin Le *IDG Germany*
Friedrich Stiemer *IDG Germany*
Olivia Lima *IDG Enterprise*
Kimberly Andrews *Network World*
Lauren Kirchberger *IDG Global Solutions*

1
Johanna Lindberg *IDG Sweden*
John Jackson *IDC*
Natasha Menon *IDC*
Lóránd Vörös *Project 029 (Hungary)*
Dániel Szabó *Project 029 (Hungary)*
Gaurav Sharma *IDG U.K.*
Adam Dodds *IDC New Zealand*
Christine Bagay *IDC Philippines*
Marianne Kellner *IDG Netherlands*
Wesseline Hartzema *IDG Netherlands*
Gina Ju *IDG Korea*
Gabby Aldoupolis *IDG Connect*
Peter Kasik *IDC U.K.*

continued from page 3

One on one

change and why it is happening, the better equipped you will be to support that change. You might ask questions such as: Why was the decision made? How was the decision made? What is the ideal outcome? Who will be impacted by this change? How will this impact me? What role will I play? When is this going to happen? How does this fit with our overall strategy? How much flexibility is in the plan? When can I communicate this?

Q What are the three critical questions employees and managers need to ask and/or answer?

A In the face of change, employees and managers need to be able to answer three questions if they hope to manage change successfully.

1) What is changing? Leaders of the change should be able to explain the change clearly in one minute or less. Longer discussions will, of course, be necessary, but it is the one-minute statement that will be the core of peoples' understanding. The successful leader can take a complex change and reduce it to statements that are easily comprehensible to the people who are going to have to make the change work.

2) What will actually be different because of the change? A change may seem very clear and real to the leader, but for the people who have to make it work, change can seem quite abstract until actual differences become clear. Some changes will be behavioral (for example, a new guideline for answering customer complaints in under 24 hours) and some will be structural (realigning the sales teams by product).

3) Who's going to lose/gain what? The first two questions relate to the actual change, the shift in the situation. The transition starts when the people let go of their old situation. Even transitions that come from "good" changes begin with losses of some sort, because you need to let go of the old way. By asking the question of "who is going to lose what" you are opening the door to the transitions that people will have to make if the change is going to be successful. It's this question that helps them let go of the old way, so the new way can be established and work. ■

Training program gives managers tools for leading through change

Interested in learning more about leading though change? IDG Training and Development is offering two sessions, appropriate for all IDG managers, on the topic of change in the coming weeks:

Leading in Times of Change
Wednesday, Ocrt. 30, 10:00 a.m. -12:00 p.m., Framingham, MA
Tuesday, Nov. 12, 10:00 a.m. -12:00 p.m., San Francisco, CA

U.S. employees can sign up via the Employee Connection.

unsunghero

Daniel Zegarra

Emerging Markets Team Lead and Senior Analyst

IDC Latin America

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Aaron Jones *IDG Communications U.S.*
Gabriella Meijnckens *IDG Netherlands*
Daniel Zegarra *IDC Latin America*

IDC Latin America Vice President ***Jay Gumbiner*** *named* ***Daniel Zegarra*** *his team's Unsung Hero. "Daniel manages our research programs in the smaller countries in Central America, the Caribbean and South America where IDC doesn't have local offices. This means lots of travel and research in countries that often don't have the comforts many of us take for granted in our offices — steady electricity, clean drinking water, reliable Internet connections, etc. Since many of these smaller countries aren't used to seeing analysts from global firms visiting them, they are usually very excited to meet with Daniel and share their company highlights with him."*

Home Lima, Perú

Title Emerging Markets Team Lead and Senior Analyst

Primary job responsibilities I'm in charge of Emerging Markets, which involves planning, analyzing and forecasting the computer and printer markets in Central America and the Caribbean. I also take care of modeling numbers for PCs in the rest of Latin America.

Three things I do in a day's work

- Analyze and model markets in accordance with the requirements of every inquiry in both regular research, such as the "IDC Semi-Annual Central America PC Tracker" and the "IDC Semi-Annual Central America Hard-Copy and Printer Tracker," and consulting research.
- Talk to our clients and help them in their daily needs and in important decision making.
- Interact with different departments (such as Research Operations Center and Publishing Services and Technology) to ensure efficient, timely delivery of high-quality products.

What I love most about my job Travelling to different countries and researching tech consumption. I like it when my research helps our clients reach the goals of their business.

A hot-button issue I'm dealing with The tight schedule and the many countries to be researched, along with new technologies that might not be enough to satisfy the current needs of our clients. We currently cover PC and printers in Costa Rica, El Salvador, Guatemala, Panama, Puerto Rico and Ecuador semiannually. I'm currently analyzing if we need to change that frequency to quarterly and/or add technologies such as tablets and smartphones as well as add countries like Dominican Republic.

Senior Analyst ***Daniel Zegarra*** *joined IDC Latin America in 2007 as an import analyst intern.*

What I'm doing to be a better employee I'm always willing to learn new things and keep myself up to date with technology. I'm always willing to share my knowledge with my coworkers. Next year I plan to start a master's degree, possibly in statistics or an MBA, to increase my knowledge and continue to contribute my expertise to IDC.

Interests outside the office Spending time with my wife, family and friends. When I'm on vacation I like camping on the beach to reconnect with nature. When I'm at home in Lima, I like playing video games.

What others can't tell just by looking at me I have a wide variety of interests: system security and ethical hacking, martial arts (I practiced karate for six years), heavy metal music and the *Game of Thrones* books.

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GPLM
Dublin

Managers from IDG business units and partners from around the world gathered in Dublin last week for the annual Global Product Line Meeting to gain insight into a variety timely business topics including mobile, marketing services, data, social media, editorial, events and technology. The general sessions, all featuring IDG speakers, are available as webcasts on the GPLM page on IDG Central. Presentations from the general sessions as well as the breakout sessions are also available. A sample of available content and direct links appears below.

DUBLIN 2013
WAVE

OPENING SESSION

Part 1
Welcome: IDG Chairman Pat McGovern
Introduction: IDG Communications President David Hill
The Next Wave: IDG Global Solutions President Matthew Yorke

OPENING SESSION

Part 2

Millennials and Media: Catch the Next Wave — VP/General Manager IDG Research Services Janet King

Data-Driven Publishing Strategies: IDG Communications U.S. Chief Digital Officer and IDG Tech Network CEO Pete Longo, panel moderator, with Scott Harris, VP/Sales and Marketing, IDG Consumer & SMB; Kit Gould, Managing Director, IDG U.K.; and Gregg Pinksy, SVP/GM Digital Solutions, IDG Enterprise

EVENTS

Innovations in Events

Michael Friedenberg, CEO, IDG Communications US, leads a panel featuring Ellen Daly, Senior VP Events, IDG Enterprise, Michael Beilfuss, Publishing Director, IDG Business Media (Germany) and Joakim Allwin, Business Manager, IDG Sweden.

GREAT IDEAS

Great Ideas Express

Innovators from nine different business units share -- in five short minutes each -- successes that can be adopted by colleagues in other markets. These include events, video monetization, revenue-generating editorial deep dives, socialized influencer content and more.

Additional videos include:

Mobile Research/Advisory Board

IDG Global Solutions Director, Mobile Strategy Christina Carstensen summarizes IGS' 2013 global mobile research; IGS Commercial Director/International Sales Christian Drake moderates a panel with customers on the IGS Mobile Advisory Board.

Launching a New Brand

Keith Arnot, VP and Financial Controller, IDG Communications U.K., leads a panel featuring Christer Bjorkin, CEO, IDG Sweden, Jonas Triebel, Publisher, IDG Tech Media (Germany) and Michael Friedenberg, CEO, IDG Communications U.S.

Good morning, IDG!

A brief recap on Oct. 17 and Oct. 18 of highlights from the previous day, hosted by IDG Training and Development Director Laurie Butson.

Also on IDG Central...

Question of the week: How often do you check Twitter during a typical day?

If you don't already have a password for IDG Central (www.idgcentral.com), or you have forgotten yours, request one at the site today!

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IDG World Update

EMPLOYEE NEWS AND INFORMATION
14 OCTOBER 2013 | VOLUME 43, NUMBER 40 | WWW.IDGCENTRAL.COM

ONE ON ONE - p. 3 | NOTEWORTHY - p. 8 | ANNIVERSARIES - p. 9 | UNSUNG HERO - p. 10

Relatively speaking, IDG is a great place to work

Throughout the company, there are numerous pairs of people who share a last name or similar DNA. IDG World Update spoke with some of them to find out what it is like to share work with family.

SEE MORE ON PAGE 4

Top News

IDG Germany publishes bigger, better show daily

Focus on team building strengthens relationships within merged IDC group

General sessions at GPLM available via live webcast

One on One: IDG Consumer & SMB SVP/Digital Products talks about PCWorld's shift to all-digital.

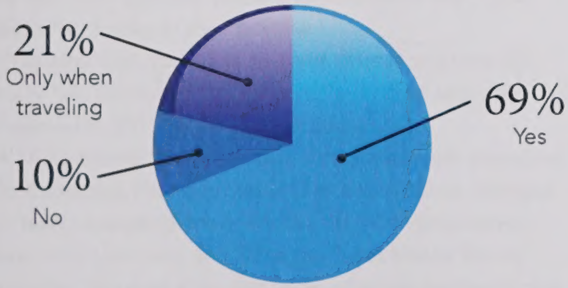
SEE MORE ON PAGE 3

Unsung Hero: IDG Enterprise's Caroline Mewing is this week's featured nominee.

SEE MORE ON PAGE 10

Question of the week results

Do you use your cell phone as an alarm clock?



Log on to www.idgcentral.com to vote on this week's question:

How likely would you be to refer a family member to IDG?

CLICK HERE

Current employees invited to attend second IDG Alumni Reunion Nov. 1

*CIO Publisher Emeritus **Gary Beach** and Mary Doyle Kelly at the first reunion.*

The second IDG Alumni Reunion will take place Nov. 1 from 6 p.m. to 9 p.m. at the Newton Marriott in Newton, Mass. All former IDG employees and their spouses or partners as well as all current IDG employees are invited to enjoy an evening of conversation, music and dancing.

IDG Chairman **Pat McGovern** and his wife Lore, and former IDG President **Walter Boyd** are among the guests of honor for the evening, and more than 170 IDG alumni and employees from around the U.S. have already registered.

Tickets are limited so act quickly to ensure your attendance at this year's event. To purchase a ticket, please click here. More information is available on IDG Central and you can also visit the event's Facebook page.

IDG Germany uses experience to grow advertising, make improvements to IFA daily

For the second year in a row, IDG Germany produced IFA Heute (IFA Today), the official daily newspaper for IFA 2013, one of Europe's largest consumer electronics trade shows. During the six-day show in Berlin last month, IDG Germany distributed 180,000 copies of the free 36-page to showgoers and exhibitors — not only at the entrance to the Messe Berlin convention center but at the city's leading hotels as well.

IDG Germany was responsible for all editorial, layout, production and distribution of the show daily, not to mention any economic risks. However, IFA Heute's revenues grew 11% over last year, said IDG Germany Custom Solutions Group Director **Markus Pilzweger**.

"Given that the market for print ads is under pressure in general, our sales team did a tremendous job and managed to grow ad revenue. We made about 40,000 euros (US$54,000) in net profit, up nearly 33% year-on-year."

According to Pilzweger, the six daily editions were produced on a 'just-in-time' basis, with 26 pages of editorial and 13 pages of advertising. "We had two editors in Berlin who worked exclusively on the latest news and reports from the show," he said. "On the back end, our production team in Munich put together and finalized the layouts. Each issue was sent from our Munich office by late afternoon to the printer in Berlin. The magazines were delivered at about 6:00 a.m. so the distribution could start on time."

Every exhibition hall visitor — approximately 240,000 this year — was offered a copy of IFA Heute. The distribution team also walked the 145,000-square-meter hall every day before the show opened handing out copies to the 1,500 exhibitors to display in their booths.

Pilzweger said that since this was the second time IDG Germany had produced the show daily, it could apply lessons learned in 2012 to the 2013 editions.

- The editorial and production processes were smoother and less stressful, Pilzweger said. "Since we had no changes to our team, everyone knew what to do." Communication between IDG Germany and show producer Messe Berlin, was simpler "because they also knew what we needed in the way of offices, storage space, show passes, etc."

- This year IDG Germany had more time to focus on ad sales. "In 2012 we only had a handful of months from signing the final contract to the start of IFA," he said. "This year we could start about nine months out with our sales campaign and attract more advertisers. Plus, we had the 2012 issues to show potential advertisers how IFA Heute would look."

The IFA Heute team included (standing, l-r): Editor ***Hans-Christian Dirscherl****, Senior Editor* ***Thomas Rau****, Editor* ***Benjamin Schischka****, Custom Solutions Group Director* ***Markus Pilzweger****, Editor* ***Friedrich Stiemer****, Production Editor* ***Evelyn Köhler****, Editor* ***Andreas Förth****, Editor* ***Ines Walke-Chomjakov*** *and Editor* ***Panagiotis Kolokythas****. Seated: Deputy Editor-in-chief* ***Andreas Perband****, Senior Key Account Manager* ***Sabrina Schmidt*** *and Managing Editor* ***Andrea Kirchmeier****.*

- The production team knew the paper stock would have to be changed. The 2012 editions were printed on high-end newsprint as were the covers. However, the ink, especially the darker colors used in the ads on the cover, rubbed off on readers' hands. "This year we decided to print the magazines with a glossy cover to prevent the rub-off effect," Pilzweger said. "This drove up our costs a little, but the feedback from readers, advertisers, the fair company and the exhibitors was extremely positive. It also gave the magazine a higher quality look, which helped distribution at the entrances."

- Having done the show once before Pilzweger said, "it was easier to estimate how many distributors we needed to get maximum coverage at the entrances, so we were able to reduce the distribution team to save costs."

Pilzweger said IDG Germany is currently in talks with Messe Berlin to produce a digital version of IFA Heute next year, as well as a show app.

IDG Tech Media Publisher **Jonas Triebel** said the show daily's revenue growth was a positive sign for IDG's long-term cooperation with IFA. "There are more and more non-IT clients buying ads in our publication. IFA is about products in the consumer's digital home, which could be a toaster connected to your WiFi or a coffee machine with voice control. There are endless opportunities here for us."

Contact Markus Pilzweger. ■

OneonOne

Ulla McGee

IDG Consumer & SMB

IDG Consumer & SMB's SVP/ Digital Products is this week's columnist. Reach her at umcgee@idgcsmb.com.

> "We are starting to focus our attention on recruiting new PCWorld subscribers and renewal efforts. To that end, we are launching a new home page design in the coming weeks that features prominent subscription offers, along with compelling subscription pages that showcase the benefits of the digital magazine."

Q How did the PCWorld team prepare for the print-to-digital transition that culminated with the final print issue of PCWorld in August?

A We wanted to be sure our customers understood that this transition by no means meant the end of the PCWorld brand or mission. On the contrary, we are determined to make the new digital PCWorld more informative and engaging than its print predecessor. There are so many advantages to digital — interactivity; video; ability to save, tag and store content; seamless integration with the web, just to name a few. Since replica editions (PDF-like versions) can't do those advantages justice, we knew early on that we needed to offer both replica as well as more enhanced and interactive editions. However, one clear advantage of print is its portability. We wanted to mitigate that digital shortcoming as much as possible. To that end, we developed the concept of the "PCWorld Digital All-Access Pass" for our customers: no matter what digital device they were using, the magazine would always be accessible to them. For example, they can download the replica edition on their desktop and download the PCWorld Digital Magazine app to access the enhanced edition of the magazine on their Android tablet. Our subscription price is still $19.97 for 12 issues, just as it was for the print version.

About 50% of Americans own a tablet. For our audience, that percentage is even higher (about 70%). On the Macworld side, that customer tablet is almost always an iPad. On the PCWorld side, the answer is more complicated. Ownership is neatly divided between Kindle owners, iPad owners, various Android device owners and other e-readers like the Nook. So this meant more work for us. To assure a positive user experience on almost all devices, we currently create five slightly different versions (including replica) of the digital PCWorld every month. It took some time and lots of testing to figure out how to serve the maximum number of users with the minimum number of digital magazine versions. I can't sing enough praises of our production and design team — together with the copyedit team they worked tirelessly (in their spare time) on solutions that would cover as many devices as possible and could be maintained over time.

Now that the transition has happened, no longer having to create a printed version has been like un-buttoning a straightjacket from around that team. Unconstrained by page cost, page size, and any other print-related ad/edit ratio considerations, they are free to reinvent PCWorld as a product that is laser-focused on the needs of its readers. I encourage everyone to download the latest all-digital issue of PCWorld. It looks great! It is jam-packed with information and advice, yet it doesn't feel crammed or cluttered. Instead, a 200-plus page folio leaves room for white space and a calm layout that is very relaxing and yet interesting to the eye. Any employee who would like a complimentary subscription can contact Consumer Marketing Manager Randall Grilli.

Q How did you communicate the transfer from print to digital to your customers?

A The other piece we were determined to nail was the actual customer transition process. We wanted to be sure that it is super easy for our print customers to input and receive the information needed to access their digital issues every month. At the same time, we wanted to save as many customer service-related resources as possible. We achieved this goal (and came in at only 50% of our estimated customer service-related expenses) by creating an automated, web-based process that was both as fail-safe and intuitive as possible.

Every customer had to visit our website, confirm his/her email address and magazine account number, and then would receive instructions on how to access the digital issues on the device of their choice. Orchestrated by Randall Grilli, the team of developers, product managers and circulation consultants who were responsible for this project did a fantastic job. They spent enough up-front time designing an intuitive user flow and then building and testing as many use cases as possible to allow for a largely bug-free experience once the customers started accessing the system.

Lastly, we needed to make sure that all print subscribers found out about the change and were compelled to take action. Again, we carefully designed and tested our cover wraps, emails and postcards that communicated the change to our customers, being aware of the fact that any small error in instructions could cost us thousands of dollars in customer service resources later on.

Q So how did the process work?

A The result of all that care and planning was that we blew past our expectations. We had anticipated that 30% of our audience would take any action. Instead, the percentage turned out to

continued on page 8

Relatively speaking, IDG is a great place to work!

Throughout the company, one can find numerous pairs of people who share a last name or similar DNA. Some are parents, some children, some siblings or spouses. Some work in the same business unit, others on opposites sides of the country. But what all who spoke to World Update have in common is a deep appreciation for the company, its culture and its people — and for the opportunity to share that with a family member.

Carolyn Yanuskiewicz, training and development coordinator, IDG (Framingham)
Lauren Yanuskiewicz, HR assistant, IDC (Framingham)

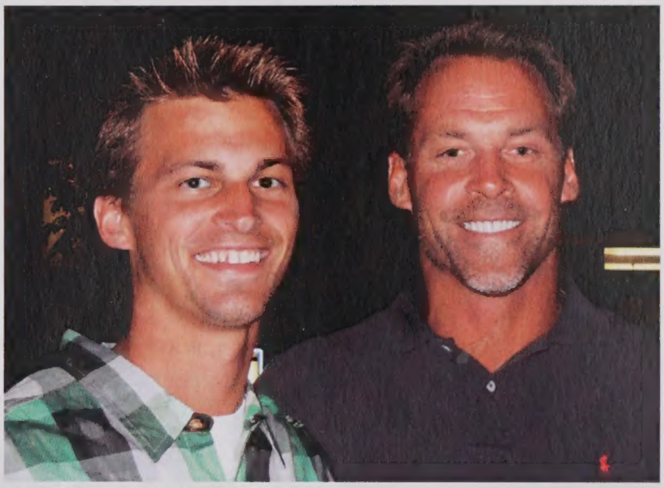
Lauren** and **Carolyn Yanuskiewicz

Identical twins Carolyn and Lauren Yanuskiewicz were hired within months of each other after graduating from college in 2011. The sisters were living together when Lauren joined IDC in September. At the time, Carolyn was considering moving back to Connecticut where she had attended college to look for a job. But when Lauren came home one day and told her sister about an open position in IDG's Training and Development group, she applied the same day. "Lauren had often told me how nice everyone was at work and how much fun she was having," Carolyn said. "And her actions spoke volumes. It was incredibly refreshing to see her so excited to go to work every day. We are not morning people, and I never once saw her struggle to get up and head off to work."

For her part, Lauren said she knew Carolyn would be a great fit for the position because of her "tremendous work ethic and her personable nature." And "selfishly, I wanted Carolyn to work at IDG so we could see each other every day after having just spent the majority of four years apart at different schools."

And now that they no longer share an apartment, the sisters try to take their lunch breaks together every day as well as daily coffee breaks. "I definitely put a high value on our midafternoon Dunkin Donuts run...not just because of the iced coffee but also because of the company," Carolyn said.

Peter Mayer Jr., manager, international sales, IDG Global Solutions (San Francisco)
Peter Mayer Sr., director of business development, IDG Connect (Framingham)



Peter Mayer Jr.** and **Peter Mayer Sr.

When his son began his career search and expressed an interest in the media industry, Peter Mayer Sr. urged him to consider IDG. "I told Peter that working with an industry leader like IDG provides much more opportunity and opens more doors within the media industry than you can find at other companies," said Peter Sr. "I told him it is a great company, great culture and really great people. Also, I noted that it is a company with lots of opportunity for growth."

Said Peter Jr., "My father always spoke so highly about IDG and what a great company it was. Hearing that for so many years, of course, helped influence my decision to join the company."

"I love that my son is working at IDG because he will get the finest training and industry knowledge to progress in this industry. He is working with a true industry leader and a great company managed for personal success."

Donna Geary, operations manager, IDG Global Solutions (London)
Dean Geary, sr. program coordinator, IDG Global Solutions (London)

One year after Donna Geary joined IDG Global Solutions, she learned about an opening for which she thought her son,

continued on page 5

continued from page 4

Relatively speaking

Donna Geary

Dean Geary

then looking for his first job, might be well suited. "I told Dean that IDG was a great company to work for, with great people and would be a great opportunity for him. I thought he would be a good fit as he is extremely hard-working and will always help anyone out if they need him," Donna explained.

"My mother knew I had an interest in the industry, and she told me that IGS has a fun work environment and everyone is very friendly and always willing to help. She also said I would have to work very hard. All of what she told me I have found to be very true!" Dean said.

Although they don't see much of each other at work — they work in different departments and on different floors — Donna said she is extremely proud to have Dean working with her at IGS. "I think he perhaps cringes a little when he attends the Christmas party and mum is there, however, he is so easy-going and just takes it in stride."

Jim Nagle, sales manager, IDC
Gary Nagle, associate VP, Global Enterprise Accounts, IDC

Gary Nagle

Jim Nagle

Brothers Jim and Gary Nagle have both worked in sales at IDC for more than a decade. Jim, the first to join, had been contemplating taking his sales career in a different direction when he bumped into an old college friend who worked at IDC. After learning more about the company he applied and was hired in May 1999.

The next year, when Gary was looking for a change, Jim said he knew his brother's ability to foster strong relationships would help him be successful at IDC. "I recommended IDC because I liked the culture, the fact that it's a private company and the fact that upper management is accessible," Jim said.

Gary said he was strongly motivated to join IDC by his brother's positive account of his experience at the company. "He said that IDC had a rewarding and vibrant entrepreneurial culture. To this day, he remains correct."

With Gary based in New Jersey and Jim in Massachusetts, the brothers don't see each other often on the job, though they have, Gary said, "become quite proficient at forwarding emails that were sent to the wrong brother." And every once in a while, their paths do cross. "It's great to walk into a sales meeting to find Jim in the room. That doesn't get old."

Olivia Lima, digital account services coordinator, IDG Enterprise
Hans Lima, technical support analyst, Corporate Services Group, IDG

Olivia Lima

Hans Lima

Hans Lima had been working at IDG for about a year when his then-fiancee decided to apply for a position she found on the IDG careers website. "I had been telling Olivia what a pleasure it is to work with the people at IDG and how much the company truly cares about its employees. I thought she would be a good fit because she is dependable, has a positive attitude, takes pride in her work and because she creates the best PowerPoint presentations I've ever seen!"

But they were unsure whether Olivia would be considered if it became known that they would soon be married. "At some point during the interviewing process, the Human Resources rep

continued on page 6

continued from page 5

Relatively speaking

who spoke with her learned she was my fiancée. After she was offered the positions, HR reached out to me and told me how excited they were to have her join the company. I was delighted to know that IDG does not discourage spouses from working for the same company," said Hans.

"My husband's positive attitude about going to work each day certainly influenced my decision to apply to IDG," said Olivia. "He emphasized that he worked with a great manager and team and that working at IDG has been such a rewarding experience."

Although they don't see each other much during the day — they work in different buildings — they do get to commute to work together and enjoy the occasional Friday lunch. And, said, Olivia, "I do receive premium technical support because of my close connection to the Help desk!"

Albie Minkovitz, database administrator, IDG Research Services
Mike Minkovitz, inside sales representative, IDG List Services

Albie** and son **Michael Minkovitz

Not only did Albie Minkovitz and her son Michael both choose to join IDG, they both began their jobs on the same day — May 6 — 17 years apart. "IDG is a great place to work," said Albie. "I have loved my time at the company, and I knew List Services would be a really good fit for Michael and that he would not only enjoy working there but be mentored by management to really succeed in his job."

"My mom has worked at IDG for 17 years and she has loved every second of it," said Mike, "so I knew it would be a great fit for me. She told me that employees are treated with respect and that the company offers an excellent benefits package, as well."

Though they work for different business units, the pair works in the same building and on the same floor. "I try to stop by at least once a day to say hello, and I often join my mom's group for lunch on Fridays."

Jim Martin, editor, PC Advisor
Chris Martin, senior staff writer, PC Advisor

Jim Martin

Chris Martin

Brothers Jim and Chris Martin both found their way to the editorial department at IDG U.K.'s PC Advisor within a week of each other. Jim, previously with Computer Shopper magazine, and Chris, who worked at tech news site The Inquirer, were both looking for a change when Jim saw the two open positions on IDG U.K.'s website and alerted his brother.

Jim, originally hired as a features editor, and Chris, who signed on as a staff writer, both reported to then-editor **Matt Egan**, now editor-in-chief. Jim said neither he nor his brother had any real concerns about working so closely together, "though we really weren't sure how it would work out in practice. Fortunately, it works just fine," he said.

With Jim now editor of PC Advisor and Chris a senior staff writer reporting to Digital Arts Editor **Neil Bennett**, there is no direct reporting relationship, though the two do help each other out, with Jim often looking over Chris' reviews and alerting him to interesting news stories and Chris passing his brother contacts and products that match his beats.

"It's great seeing Jim at work everyday rather than just a few times a year," said Chris. "We sit across from each other and speak every day — we're a good team."

Ruth Sager, sales operations manager, IDC
Mary Ann Daneke, sales manager, IDC

Sisters Ruth Sager and Mary Ann Daneke have a combined 34 years of IDC experience between them. Ruth, sales operations manager at IDC's Red Bank, N.J., sales office, was first to join. Ruth said she always knew her sister was destined for a career in sales, said she thinks Mary Ann got hooked on the company several years after she brought Mary Ann as her guest to a large company Christmas party in Boston. "We walked into the hotel with snow falling and music playing and kicked it up

continued on page 7

continued from page 6

Relatively speaking

*Sisters **Ruth Sager** and **Mary Ann Daneke** both work at IDC.*

all night with many IDC colleagues." Several years later, when a position in IDC's New Business Sales group opened up, Ruth referred Mary Ann. "I told her the Industry team was a great bunch of people and that she could make a career at this company as so many do."

Mary Ann, who works remotely from her office in Colonia, N.J., said her favorite part of the job is working with IDC's analysts. "Every day I work with the top minds in the technology industry and learn something new. We have a very high level of talent at IDC across the board, and I find many people here extraordinary, very dedicated and talented — including my sister."

The sisters do get to see each other frequently at work, often attending the same sales meetings, training classes and Directions conferences. "Mary Ann is a joy to work with," said Ruth. "It's nice to have someone you can absolutely depend on. I can ask her to do anything at all that might come up during a sales meeting or event — even sitting up till dawn stuffing name badges!" ■

World Update will take brief hiatus

The editors of World Update will be at this week's Global Product Line Meeting hunting down stories and great ideas to share with you in upcoming issues. As such, World Update will not be published on Oct. 21, though IDG Central will have new content throughout the week. The next issue will appear Oct. 28.

In the meantime, be sure to visit IDG Central next week where you will find live webcasts (see page 9), meeting presentations and photos from the GPLM.

Focus on team building helps strengthen relationships within merged IDC groups

IDC Custom Solutions group employees spent a full day participating in team-building activities earlier this year.

Last year, two IDC groups — Go-to-Market Services and IDC Consulting — which had different yet overlapping business charters and some history of internal "co-opetition" were merged into a single IDC Custom Solutions group. To foster collaboration and a sense of trust among the 45 employees who now found themselves working on the same team, Senior VP **Vito Mabrucco** and Group VP **Laura Nurzynski** decided to enlist the help of a third-party provider — Trinity Lifeskills Consultation from Northbridge, Mass. — for a full day of team-building activities.

"We wanted to help expand further collaboration and break down the historic barriers that existed between these two groups that resulted in a lot of siloed delivery to customers," explained Nurzynski. "We envisioned this day as a way to kick start that process, which remains ongoing."

To that end, employees converged on Framingham, Mass., from the group's offices in Miami, Toronto, New York and San Mateo,Calif., for a full-day of off-site getting-to-know-you and team-building experiences. "We rented space nearby the Framingham office as we thought it was important to get people out of their day-to-day routine and out of the office so they would be free to lose their 'office persona' for the duration," Nurzynski said.

"Overall we received a lot of positive feedback from group members," she said. "Most people indicated that they found the exercises to be useful and fun and appreciated the opportunity to meet and get to know others in the group."

"I was surprised there were so many colleagues in IDC Custom Solutions who I still hadn't met until that day," said **Jason Cunliffe**, VP, Thought Leadership & Sales Enablement Practices. "At some point during the day, it just dawned on me that wow, we have become such a large and diverse group with so many different skills, backgrounds and personalities. I think many of us realized that day that we have a really strong team and a deep bench of expertise and experience."

Throughout the day, employees were encouraged to seek out people that they did not know to collaborate on the activities with. "I think we were really able to break down some previous communication barriers that may have existed," Cunliffe said. "Now I feel I can easily do some simple things like IM with someone or pick up the phone to get some information."

For more information, contact Laura Nurzynski. ■

noteworthypeople

Promotions

Jaime Teh, **IDC Malaysia** senior human resource executive, Asia Pacific has been promoted to human resource manager, ASEAN. "Jaime brings the right blend of experience, IDC knowledge and leadership to the role overseeing HR in ASEAN," said IDC Asia Pacfic VP, Business Operations **Stephen Vass**. "Her steady, balanced and cool-headed approach are well known to staff and management in Asia Pacific and IDC globally. Based in Kuala Lumpur, she will be responsible for overall HR management and execution in all offices in the sub-region — Malaysia, Indonesia, Philippines, Thailand, and Vietnam. She will primarily focus on recruitment in ASEAN." Teh holds a diploma in accounting and finance from the U.K.'s Kingston University and is the mother of two girls, Isabel and Marissa. jaimeteh@idc.com

Previously regional account manager with **IDC ASEAN** in Kuala Lumpur, **Vijay Sundararaman** is now IDC ASEAN sales manager. "Vijay has done a tremendous job in driving new business and has made significant contributions during his career with the mobility program in Malaysia," said IDC Malaysia General Manager **Jim Sailor**. "There have been huge challenges in this role including working with new management in the middle of restructuring the region's organization and resetting ASEAN's strategy. Vijay has led the way with training the sales team, collaborating with regional leaders to support and win business, introducing more IDC services into the region, identifying and hiring new talent, solidifying existing contacts, building business, invigorating salespeople as well as analysts and consultants and generally adding immeasurable enthusiasm and a positive attitude to the entire IDC business across ASEAN." vsundararaman@idc.com

IDC Consulting Director **Jason Cunliffe** has been promoted to VP/ Thought Leadership and Sales Enablement Practices within the Worldwide Custom Solutions group. "During his 10 year IDC career, Jason has established himself as the consummate IDC consulting professional, managing the full range of IDC custom projects — market models, custom go-to-market content, strategic research and advisory," said **Vito Mabrucco**, SVP Worldwide Consulting and IDC Canada managing director. "Jason began his IDC consulting career working with IDC Latin America with a focus on business development with Microsoft and then joined the WW Consulting organization in 2005, managing large projects for leading IDC clients such as SAP, IBM and Microsoft. Jason has demonstrated strong leadership in developing two custom practices, Thought Leadership and now Sales Enablement. He invests considerable energy and skills in practice development, client outreach, sales training and representing WW Custom Solutions at IDC events such as GRAC and Directions." jcunliffe@idc.com

New employees

New at **IDC Mexico** is Research Operation Center, Latin America Analyst **Carlos Figueroa**. He was previously a market analyst with Bausch & Lomb Mexico. He holds a B.A. in actuarial science from the School of Advanced Studies Acatlán and enjoys fencing, rock climbing and aerial sports. cfigueroa@idc.com

Lydon

Amelia Lydon joins **IDC Australia** as an events and marketing coordinator. She has worked in B2C campaign implementation with a focus on digital advertising. She holds a diploma in marketing and is completing a bachelor's degree in business and event management at Australia's APM College of Business and Administration. Amelia enjoys surfing, paddle boarding and snorkeling. alydon@idc.com

IDC Insights in Boulder, Colo., has hired **Matt Thomas** as a sales representative. Previously a managing partner with SCF Property Solutions, he holds a B.A. in economics from the University of Northern Colorado and enjoys golf, being outdoors and traveling with his wife. mthomas@idc.com

Returning employees

Kabrud

John Kabrud returns to **IDC Insights** as a sales manager for the Midwest and Southeastern U.S. regions. He was previously sales manager, Central and Western U.S. He holds a B.S. in management from Indiana University's School of Public and Environmental Affairs. Away from his desk he enjoys skiing, golf and fishing. jkabrud@idc.com

Transfers

Schäfers

Previously with IDG Business Media in Munich, Germany, for 17 years, most recently as sales director, **Achim Schäfers** has joined **IDG Global Solutions**. He will remain in Munich as the sales director for the German hub of IGS, charged with growing international business in Germany, Austria, Switzerland and Eastern Europe. He studied at Germany's Giessen University and the U.K.'s Exeter University and holds a degree in foreign languages and linguistics. Achim enjoys running, cycling and soccer "in the passive role of watching my 10-year-old son play." achim_schaefers@idg.com

Marshall

Previously head of sales for IDG U.K.'s Tech Media division in London, **Steve Marshall** is now with **IDG Global Solutions** as commercial director, Asia Pacific. Based in Singapore, he will promote IDG's global capabilities to media agencies and clients and work with IDC to promote joint strengths and opportunities. He holds a B.S. in geography and enjoys golf, film, restaurants and discovering Singapore." steve_marshall@idg.com

continued from page 3

One on one

be 60%. Ninety-two percent of those that took action decided to make the switch to the digital version of the magazine. Also, we anticipated that 30% of our audience would reject the transition and ask to get their subscription fees refunded. Instead only 3% did that. There are still some print subscribers who did not take action of any kind, and we continue to try to convert them to digital.

Today, PCWorld, with more than 115,680 subscribers, is among the top 10 digital magazines in the U.S., just behind publishing powerhouses like Reader's Digest or National Geographic. All in all, a very successful project!

Q Since August, have you yet seen any uptick in digital subscriptions?

A We have seen an uptick in digital subscribers who did not transition from print to digital, but our primary focus to date has been to facilitate a smooth transition for our existing print subscribers. Now that this process has been completed, we are starting to focus our attention on recruiting new subscribers and renewal efforts. To that end, we are launching a new home page design in the coming weeks that features prominent subscription offers, along with compelling subscription pages that showcase the benefits of the digital magazine.

Q What tips can you offer colleagues considering a print to digital conversion?

A Take the time to plan carefully and execute flawlessly. Spend time on the details and test, test, test. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

34

Lloyd Cohen *IDC*

25

Terri Schafer *IDC*

23

Duane Hampson *DG Consumer & SMB*

21

Joseph Loiselle *IDC*

18

Gerda Tausch *IDG Germany*

16

Amy Lind *IDC*
Esther Ng *IDC Hong Kong*

14

Nancy Wyatt *IDC*

13

Matika Angkatavanich *IDG Global Solutions*
Ekapat Chareonlarp *IDG Tech Network*
Mikael Lindkvist *IDG Sweden*
Alexandra Heymowska *IDG Sweden*
Jenny Elmqvist *IDG Sweden*
Mike Hyjek *IDC Canada*

12

Ai Collins *CXO Media*
Erik Klefbom *IDG Sweden*
Mónika Babinecz *Project/029 (Hungary)*

11

Ilona Michalska *IDG Poland*

10

Patrick Kenney *IDG Int'l Publishing Services*
Melissa Webster *IDC*
Magnus Aschan *IDG Sweden*
Tommy Cheung *IT World Canada*

9

Michael Bucken *Computerworld*
Matt Goebel *IDG Communications*
Jerome Weltsch *IDC*
Kevin Robock *IDC*

8

Monique Caron *IDG Communications*
Hendrik Weins *IDG Germany*
Neil Michael *IDG Global Solutions*
Tracy Lv *IDC China*
Wendy Wang *IDC China*
Karen Zhang *IDC China*
Holly Fung *IDC Hong Kong*
Vanessa Garcia *IDC Brazil*

7

Michael Palma *IDC*
Andrew Siozon *IDG Sweden*
Handoko Andi *IDC Singapore*
Michael Simons *Computerworld U.K.*
Shunsuke Miyoshi *IDC Japan*

6

Chris Kanaracus *IDG News Service*
Nick Barber *IDG News Service*
Signe Lidén *IDG Sweden*
Joe Altria *IDG Global Solutions*
Angelica Beare *IDC Philippines*

5

Stephanie Crossland *Network World*

4

Sky Collins *IDG Consumer & SMB*
Matt Anderson *IDG Tech Network*
Letitia Austin *IDG U.K.*
Cristina Mello de Luca *Now Digital Business (Brazil)*

3

Rob Haffeman *IDG Tech Network*
Piyush Ailawadi *IDG Communications*
John Sundström *IDG Sweden*
Stefan Storm *IDG Sweden*
Oscar Guzman *IDC Mexico*

2

Julie Gill *IDC U.K.*
Tobias Wendehost *IDG Germany*
Felix Drougge *IDG Sweden*
Boris Halfar *IDG Sweden*
Cherry Wang *IDC China*
Michelle Perry *CFO World U.K.*
Tara Sabanandan *IDG U.K.*
Joanna Jung *IDG Poland*
Shimpei Asano *IDC Japan*

1

Jackson Latham *IDG Global Solutions*
Christina Rolon *IDG Tech Network*
Matt O'Connell *IDG Tech Network*
Xiao Lin *IDG*
Ryan Ayalde *Computerworld*
Christine Hostetler *IDG Communications*
Julie Anderson *IDG Communications*
Barbara Costello *IDC*
Carolin Beck *IDG Germany*
Erica Elkerbout *IDG Netherlands*
Jin Jeong *IDC Korea*
Emily Chia *IDC Singapore*

General sessions at Global Product Line Meeting available via live webcast

All of the general sessions at the 2013 IDG Global Product Line Meeting, which will be held Oct.15-18 in Dublin, Ireland, will be available to all IDG employees via live webcast. The webcasts will also be archived on IDG Central for on-demand viewing. Business units concerned about conserving network bandwidth may want to consider organizing group viewing sessions in a conference room.

The schedule is below. All times in Irish Standard Time (IST) +0100 Universal Time (UT).

Wednesday, Oct. 16, 9:00 a.m. -11:30 a.m.
Welcome: IDG Chairman **Pat McGovern**

Introduction: IDG Communications President **David Hill**

The Next Wave: IDG Global Solutions President **Matthew Yorke**

Millennials and Media: Catch the Next Wave — VP/General Manager IDG Research Services **Janet King**

Data-Driven Publishing Strategies: IDG Communications U.S. Chief Digital Officer and IDG Tech Network CEO **Pete Longo**, panel moderator

Thursday, Oct. 17, 9:00 a.m. -11:00 a.m.
Good Morning IDG! IDG Training & Development Director **Laurie Butson** speaks with guests **Frank Quinn**, publisher, Mediateam Ltd. (Ireland); IDG Communications U.S. CEO **Michael Friedenberg** and Matthew Yorke on their thoughts about highlights and key takeaways from the first day of the GPLM and what to expect during the day ahead.

Launching a New Brand: IDG VP/International Finance **Keith Arnot**, panel moderator

Innovations in Events: **Michael Friedenberg**, panel moderator

Thursday, 17 Oct., 3:15 p.m. -5:15 p.m.
Mobile Research/Advisory Board: IDG Global Solutions Director, Mobile Strategy **Christina Carstensen**; IGS Commercial Director/International Sales **Christian Drake**, panel moderators

Great Ideas Express. This fast-paced session packed with creative ideas is back at the GPLM by popular demand. Innovators from nine business units will share successes that you can take back and try in your own market.

Friday, Oct. 18, 9:00 a.m. -10:15 a.m.
Good Morning IDG! Laurie Butson speaks with IDG Communications President David Hill, IDG Netherlands Managing Director **Robert van Loon** and IDG Sweden CEO **Christer Bjorkin** about key takeaways from the meeting.

Leveraging IDG's Global Brand: Director of Corporate Communications/Global Headquarters **Susanna Hinds**, panel moderator

Friday, Oct. 18, 11:30 a.m. -12:00 p.m.
Meeting wrap-up: David Hill and Laurie Butson

The schedule and additional details about the meeting are available on IDG Central.

unsunghero

Caroline Mewing

Graphic Design Specialist

IDG Enterprise

*IDG Enterprise Events Marketing Director **Mark Britton** named Graphic Design Specialist **Caroline Mewing** his group's Unsung Hero. "Caroline is our sole designer working within the Events group here in Framingham. In this role, she has masterfully managed the design elements for the vast majority of the 355 events we produced in FY2013. The team is complimentary of Caroline's work and her dedication to excellence."*

Home
Waltham, Mass.

Joined IDG
I began as a three-month temp in December 2003 but continued working until I was hired full time in July 2005.

Career path
Originally I was a graphic designer for Computerworld's Marketing department. In 2009 I transitioned to IDG Enterprise Events where I'm the graphic design specialist.

Primary job responsibilities
I'm responsible for executing the design of materials for all of our conferences. This can include, but is not limited to: web banners, PowerPoint templates, signage, conference guides, registration counters, direct-mail pieces, stickers, invitations, mobile app graphics.

Three things I do in a day's work
Incorporate many people's ideas into one cohesive design, project management and collaborate.

What I love most about my job
The variety of projects I work on. I design content for the web, for print, for mobile apps and occasionally for wear, i.e. t-shirts. You never really know what might come up. Once I was asked to remove ["Jeopardy" host] Alex Trebek's mustache from a photo for a life-sized cutout we needed for an event.

A hot-button issue that I'm dealing with on the job these days
With more people using smartphones and tablets, determining how content translates to these devices always needs to be considered. Maybe I could do some testing on a company iPad (hint, hint...)

JOE MOLA

*Graphic Design Specialist **Caroline Mewing** joined IDG in 2003 as a temp at Computerworld.*

Latest accomplishment
Getting chosen for this column.

Career highlight
Receiving an Employee Excellence Award at Computerworld.

What I'm doing to be a better employee
Being flexible. In events, everything is constantly changing. Keeping up with changes and incorporating last-minute information is the nature of the job.

Interests outside the office
I enjoy the beach, traveling, trying new restaurants, sporting events (love my Boston teams!) and attending Bruce Springsteen concerts — I've been to nearly 30 shows in six states.

What others can't tell just by looking at me
I once hit a hole in one — and I don't mean in miniature golf!

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

OCTOBER 7 2013 | VOLUME 43, NUMBER 39 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

IDG Sweden's Webbdagarna sets attendance record in Göteborg

The theme of the latest edition of Web Days focused on embracing one's own creative abilities to turn ideas into reality and featured more than 50 speakers and panelists.

SEE MORE ON PAGE 4

Top News

Focus on events: Selecting and working with venues

One on one: IDG Communications SVP/Chief Content Officer John Gallant

Digital Publishing School graduates create websites

Congratulations to the winners of the 2014 IDG Employee Photo Calendar Contest.

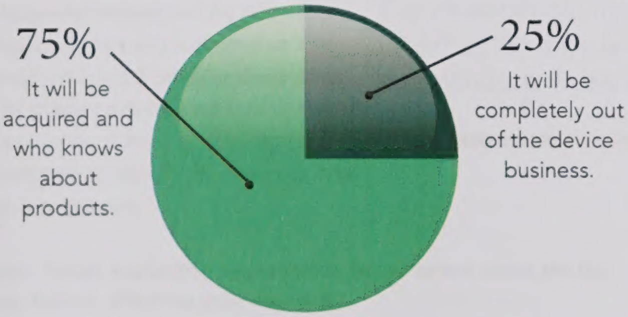
SEE MORE ON PAGE 5

Unsung hero: IDC Latin America Research Manager Evelyn Pineda is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

What do you think will be BlackBerry's status a year from now?



Log on to www.idgcentral.com to vote on this week's question:

Do you use your cell phone as an alarm clock?

CLICK HERE

"Our primary audience is the readers — both consumers and IT executives who are the buyers of all these great technologies. Bringing those audiences together on our sites, reading our publications and going to our events is the value we bring to advertisers."

-- John Gallant, SVP/Chief Digital Officer, IDG Communications

SEE MORE ON PAGE 3

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. At right: the IDG News Service gathers for its annual meeting. Send the photo with a short description to idgcentral@idg.com.

Focus on events

Key considerations for selecting, working with venues

__Bryan Rusciano__ is senior operations manager at IDG World Expo, responsible for the overall logistical planning and implementation of Macworld/iWorld and Anime Expo. His responsibilities include designing and implementing the on-site look and feel of the show, designing and building show highlights and features, managing the venue, designing the exhibit floor layout, overseeing exhibitor booth setup and tear down on site, managing all on-site vendor relationships, servicing exhibitors pre-show and on site, ordering catering and assisting sales and marketing in the creation of sponsorship programs. Here, he shares some thoughts about selecting event venues and ways to ensure the venue best supports the overall goals of the event.

Rusciano, a seven-year veteran of IDG World Expo, has been in the events business for 14 years.

WU: How far in advance do you begin the search for an event venue?

BR: For large tradeshows and conferences such as Macworld/iWorld, we traditionally hold space five to 10 years into the future, depending on what the convention center will allow. The calendars at major convention centers fill up quickly, and finding space that can accommodate an event the size of Macworld/iWorld can be difficult, especially in a city such as San Francisco, which is a popular destination. For smaller events, depending on the popularity of the city and location, it's preferred to secure the space at least six months out.

> "I look at the entire financial picture and at all the different ways a hotel might be receiving revenue while our attendees are on-site; revenue from the restaurant, in-room fees such as internet and movies, etc., and begin negotiating from there."

WU: When evaluating a new venue for an event, what are the key factors affecting your decision?

BR: When selecting a venue for an event, I find it's best to start with some basic questions: Who is the audience of the event? Will the audience be primarily regional or traveling from across the country or globe? What is the proposed size and scope of the event? What is the exhibit component? How will the content be presented? Giving as much thought to these basic questions as possible is important and can save a lot of time and resources further into the planning process.

Once the general location is known it is important to ask what kind of venue will work best for the event and the attendees. Hotels and small conference centers have very different layouts and amenities from non-traditional venues. Understanding what your attendees need and how you plan on presenting the content to them is an important step in the venue selection process. Once it's been determined what type of venue will work best, establish the specific event requirements: How many people are attending? How many conference and breakout rooms, if any, are needed? Will there be food served? Are there any receptions or networking functions planned? Having a clear understanding of these event requirements helps to narrow down venue options. Once there are two or three options, begin looking at factors such as venue layout and how it will affect the event flow, how accessible the venue is for attendees, the specific labor or setup requirements and how those might impact costs, as well as the venue's reputation. These questions all help to determine exactly which venue is the best fit for the event.

WU: Are there any particular advantages to using nontraditional event venues? What are some that have worked well for you?

BR: Other than the event specific needs that I discussed earlier there are no additional advantages to using nontraditional venues; they simply offer a different environment for the attendees and usually require a more creative eye when determining the layout and set up of the event. Some non-traditional conference venues that I've worked at in the past have been Boston's Fenway Park; Giants Stadium (now MetLife Stadium) in East Rutherford, N.J.; Moffett Federal Airfield's Dirigible Hanger in California; the San Francisco Gift Center; The Warfield (a San Francisco music venue); the MezzanineSF night club; and the skywalk observatory at the Top of the Hub in Boston.

WU: When negotiating a contract with a venue, what are the areas you pay particular attention to?

BR: Venues typically ask meeting planners to guarantee attrition, which is a minimum number of hotel room nights at their establishment during an event. Most hotels ask that 80% of a hotel

continued on page 6

OneonOne

John Gallant

IDG Communications U.S.

The SVP and chief content officer for IDG Communications U.S. is this week's columnist. Reach him at jgallant@idgcommunications.com.

> "Our primary audience is the readers — both consumers and IT executives who are the buyers of all these great technologies. Bringing those audiences together on our sites, reading our publications and going to our events is the value we bring to advertisers."

Q In the announcement about your new role as chief content officer, I read that you will oversee all editorial operations at IDG Communications. Can you be a little more specific about what that means day to day?

A In my expanded role as chief content officer, I'll have the pleasure of working with the editorial leaders of all IDG's U.S. media brands. I'll work with them on identifying clear editorial missions for serving valuable audiences, and we'll coordinate across the groups on amplifying our social media presences, sharing ideas and best practices, improving analytics and a lot more. We've got great teams in place that have long histories of serving readers very well. I'm in a position of supporting our top editors and championing the work their teams are doing. Using 'content' as a homonym, I'm very happy to be in this role.

Q What will be your key priorities in the next few months?

A First, I'm going to be working very hard to learn as much as I can about the IDG Consumer & SMB editorial operation. I'm an old enterprise IT guy at heart, having come up through the ranks at Computerworld and Network World, so I have a great deal to absorb about the audiences, issues and technologies that **Jason Snell** and his PCWorld, Macworld and TechHive teams are addressing in their day-to-day work. I need to understand their strategies and audiences, how they serve those audiences and what the members of the team are working on. Right now, I'm digging in deep finding out all I can. At the same time, though, there's a lot going on at IDG Enterprise editorial as we move forward with our Project Scale, which involves all our teams moving to the new IDG Media Platform and redesigning all our websites. We have a phased rollout plan for our new sites starting at the end of this year, and there are a lot of meetings, decisions and detail work remaining.

Q As chief content officer, who do you consider to be your primary audience — readers or advertisers? And are the needs of those audiences ever at odds?

A Our primary audience is the readers — both consumers and IT executives who are the buyers of all these great technologies. Bringing those audiences together on our sites, reading our publications and going to our events is the value we bring to advertisers. Our mission is to ensure that we maintain the trust of these audiences and that they value the content we deliver to them and view us as authoritative. But a key part of my job is working with our business teams to ensure that everyone is in sync on how we're positioning our content and our brands editorially, that we can communicate that well in the market and that advertisers are clear on the value we deliver. It's also a big part of my job to be out in the marketplace, not only meeting with readers, but also top executives to share our story and learn about their strategies and products. It's very tough to keep up with everything happening in the industry so I get a lot out of being in the field with our reporters and editors as they cover their beats. We also want to make sure that our editorial teams work closely with our events teams to share ideas on key issues to cover at events, great speakers who should be there and to help moderate discussions and host events.

Q How are the content needs of consumers similar to/different from those of enterprise business readers?

A Great question and I've got a lot to learn there, as noted above. Broadly, though, IT readers are looking at products and technologies to get a better understanding of how these things advance their business strategy and make it possible for them to deliver better services and capabilities to their colleagues and customers. We try to help them understand how a product would fit into their overall IT architecture and what new ideas and capabilities it enables.

Consumers are trying to understand how mobility, new devices, new apps and services make their lives better — whether it's their professional or private lives. They want to know what's new and what holds the promise of making life better, easier, more fun. I think both groups share a strong interest in reading and watching videos that explore how others are actually using the products and what their experiences have been. And they share an interest in reading reviews of products that get to the heart of what's good and not so hot about them.

Every audience wants us to cut through the clutter and the noise to help them understand what's really important. For most people, technology is not an end in itself. Tech is a way to grow a business, provide better customer support, make your life easier and better. We want to show you how that is possible.

continued on page 6

IDG Sweden's Web Days sets attendance record in Göteborg

*Marketing Manager **John Sundström** greeted attendees at the registration table.*

Webbdagarna (Web Days), IDG Sweden's biggest event, has spun off sister events in several other Swedish cities. Last month's Göteborg event drew 600 attendees, making it the biggest Webbdagarna ever held in that city.

Produced and hosted by the editorial staff of IDG Sweden's Internetworld, Webbdagarna covers social media, marketing, e-commerce, crowdfunding, web design and mobile, topics designed to appeal to communications and marketing professionals in Sweden.

The theme of the Göteborg Webbdagarna focused on embracing one's own creative abilities to turn ideas into reality. It featured more than 50 speakers and panelists, with Internetworld Editor-in-chief **Magnus Höij** acting as event moderator. The exhibition area held nearly 20 vendors.

PRAKTISKT
Nätverk
webbdagarn
lösen
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Twitte
dagarna
Conne
bdagarna

*Internetworld Editor-in-chief **Magnus Höij** moderated the conference.*

"The Internetworld staff worked hard to get the many participants and partners that we did," said Internetworld and Webbdagarna Marketing Manager **John Sundström**. "We are very excited about the positive responses we have received so far. Attendees have rated the show 4.4 (on a scale of 1 to 5), which equals the all-time high for Webbdagarna." One attendee tweeted that Webbdagarna "should be mandatory. Inspect the car once a year and charge your inspiration once a year."

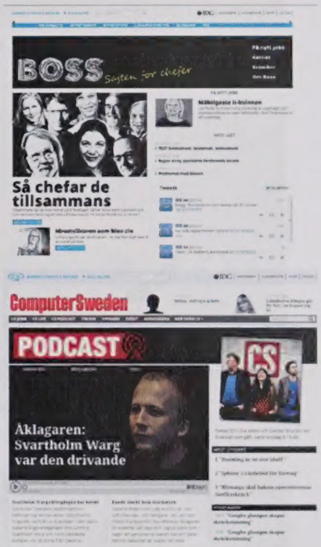
Other Webbdagarna events are held in Stockholm (March), Luleå (May), Malmö (October) and Växjö (December). Click here for more photos from the Göteborg event.

For more information contact John Sundström. ■

Digital Publishing School graduates use new skills to create websites

Members of the first graduating class of IDG Sweden's Digital Publishing School wrapped up their program recently with five new websites to show for their newfound skills.

Beginning in April, a group of employees from the editorial, marketing and art departments learned the basics about content management, cascading style sheets, Adobe Photoshop and CSS, Polopoly and Google Analytics from in-house experts. Meeting for one lecture and one "lab" a week, the 13 employees formed five groups to create their own websites.



Så chefar de tillsammans

Åklagaren: Svartholm Warg var den drivande

IDG Sweden may use several of the websites following a code review.

"The goal was to create a better understanding of what the different aspects of working online are and achieve some rudimentary skills," said IDG Sweden Editor-in-chief **Carl Grape** who led the program with Web Editor **Andreas Thors** and Digital Director **Lottis Bergson**. "It was a chance for the participants to discover which, if any, online skills they'd like to develop further, and it was a nice opportunity for them to get to know colleagues from other parts of the company."

Among the sites:

- Boss, which aggregates longer feature materials from a variety of IDG Sweden brands for people in management positions.
- CS Podcasts, which aggregates and organizes Computer Sweden podcasts and enables visitors to get more information on the podcasts and available topics.

The other sites focused on outer space-related content, answers to technology questions from technology suppliers and a humor blog.

Grape said IDG Sweden may adopt several of the sites after some code review.

The graduates are: **Fredrik Claesson**, **Karin Lindström**, **Henrik Klippström**, **Joakim Djurberg**, **Nina Mattsoff**, **Sverker Brundin**, **Måns Klockar**, **Mattias Malmqvist**, **Lina Orrerdahl**, **Lina Frisk**, **Calle Wollner**, **Peter Homgren** and **Tomas Zirn**.

Program instructors were **Bo Nordlin**, **Magnus Müller**, **Martin Fältström**, **Marie Sörberg**, **Karin Enblom**, **Felix Drougge**, **Joel Westerholm**, **Ola Ljungstedt** and **Billy Ekblom**.

Write to Carl Grape. ■

And the winners are...

Here are the 12 photographs that will appear in the 2014 IDG Employee Photo Calendar. Congratulations to the winners and thanks to all who entered and voted. Calendars will be distributed to all business units and licensees in December.

First place

Ian Song, IDC Asia Pacific

Second place

Valerie D'Aquila, IDG Enterprise

Third place

Natalia Milko, IDC CEMA

Donald Jin, IDC

Sharon Machlis, IDG Enterprise

Tomoaki Nakamura, IDC Japan

Martin Bartus, IDC CEMA

Kristen Silvi, IDG Consumer & SMB

Allan Swann, IDG Australia

Amabel Palencia, IDC Asia Pacific

Nick Barber, IDG News Service

Felix Drougge, IDG Sweden

continued from page 2

Focus on Events

block be filled before they will release a company from paying attrition.

I'm always looking at these types of requirements for ways to reduce our financial exposure. While negotiating is dependent on the specific circumstances and needs of each event, as a rule I look at the entire financial picture and at all the different ways a hotel might be receiving revenue while our attendees are onsite; revenue from the restaurant, in-room fees such as internet and movies, etc., and begin negotiating from there.

WU: What's one thing you always negotiate into contracts?

BR: We typically try to include items that will make the event convenient and enjoyable for participants, such as having the venue include free WiFi or ensuring we are given the best discount on hotel rooms and amenities.

WU: What sort of cancellation policies do you aim for? How can we best protect ourselves if an event is cancelled?

BR: Cancellation policies differ depending on the venue. My goal in negotiating them is always to give us as much time as possible before having to financially commit; factors such as time of year and the popularity of the venue can help in reducing the cancellation window. Each venue is unique; a convention center might have a cancellation window of a year out whereas a hotel might have a cancellation window anywhere from six months to four weeks out from the event.

WU: What are one or two of your favorite venues?

BR: My favorite venue that I've planned an event at is Fenway Park. It requires creative layout, implementation and execution of the event, attendees always enjoy the experience of being in such an historic building and their event staff is very easy to work with. I've produced a number of events at Fenway Park, however, for IDG I produced a party for the Red Hat Summit.

WU: What's the biggest mistake you ever made regarding selecting/contracting with a venue, and what did you learn?

BR: The biggest issue that I've encountered in contracting space was when, without notifying me first, a venue booked a last-minute large meeting in the space adjacent to my keynote room. Both events had to share a common hallway and since each event was at maximum capacity, the period of time between the sessions when all the attendees were on the move became extremely hectic and chaotic. The attendees were late to their sessions because of gridlock in the hallways, and the other event's food breaks were eaten by my attendees. To remedy this, I worked with the venue as well as the other event's producer to modify the schedules to ensure that in the afternoon both groups were not using the hallway at the same time. Since then, if I am not contracted to use an entire venue, I verify with the venue before my event if anyone has been contracted in the additional space and request their event schedule to ensure that our events do not interfere with one another. ■

continued from page 3

One on One

Q Are there any content synergies between consumer and enterprise brands that can be enhanced by having all the brands overseen by a single CCO?

A We will certainly be exploring that. As everyone knows, content sharing has been a key strategy for IDG, and our brands make good use of one another's material already. We'll be looking at ways we can amplify each other's presence and voice in the weeks and months ahead. I think we have a tremendous opportunity in front of us right now. Consumer technologies are changing not only our personal lives, but our business lives as well. IT leaders are eager for information on how to manage and capitalize on personal technology, and individuals are looking for advice and guidance on how to use personal tech in new ways at work and at home and as consumers of a whole new array of apps and services being offered by the banks, retailers and others with which they do business. We have a great opportunity to provide a 360-degree perspective on this trend and we'll be capitalizing on that. We have the best editorial leaders, writers and designers across IDG Communications U.S. and there's no competitor that can rival this broad-spectrum coverage we provide. ■

Short takes...

- **IDG Germany** was the first publisher in Germany that had news and pictures of Apple's new iPhones in a digital edition in its iPhoneWelt and laid claim to being the No. 1 app in terms of revenue in the German App Store on launch day.
- IDG Enterprise's **Consumerization of IT in the Enterprise** (CITE) Conference + Expo recently announced the call for nominations for its inaugural CITE Awards, which will recognize the most innovative mobile, social, cloud and analytics technologies and solutions. Nominations will be accepted through Nov. 1, finalists will be announced in December and winners will be announced onsite at the third annual CITE Conference + Expo, April 27-29, 2014, in San Francisco.
- At the upcoming **DEMO Fall** in Santa Clara, Calif., Oct 15-17, attendees will experience the first DEMO Global Showcase, featuring winners from this year's DEMO Africa, DEMO ASEAN, DEMO Brazil, DEMO Russia and DEMO China, offering a glimpse of how startup culture is spreading around the world.

noteworthypeople

New employees

Lu

PETER SHORT

Atreyam

IDC China has hired **Hong Lu** as a senior market analyst in its Beijing office. She will be responsible for market and competitive analyses, technology trends and predictions and user demands and preferences. She has three years of experience in the market consulting industry, primarily in new service/product development, price monitoring and client solution management. She holds a postgraduate certificate in business management from Huaqiao University. hlu@idc.com

Previously a product marketer with NetScout Systems, **Sathya Atreyam** joins **IDC Framingham** as research manager, Worldwide Service Provider Wireless Infrastructure. He earned a B.S. in electronic engineering from India's University of Bombay. He recently received an MBA in entrepreneurship from the Olin School of Management at Babson College in Wellesley, Mass., that culminated in the soft launch of a social enterprise called Work Out For A Cause. This is a platform that brings together corporate wellness programs and employees who want to be fit and donate to a cause of their choice.. Outside the office, he enjoys hiking and long motorcycle rides. satreyam@idc.com

Please send information for the Noteworthy column to the editors.

Danke und auf Wiedersehen

L-R: ***Peter Holzinger****, CFO;* ***Markus Schwerdtel****, director, mobile applications;* ***Ralf Sattelberger****, sales director, IDG Entertainment Media;* ***Stefan Wattendorff,*** *director, sales account management, IDG TechNetwork;* ***York von Heimburg****;* ***Sebastian Woerle****, sales director, IDG Business Media;* ***Bob Carrigan****;* ***Keith Arnot****, VP, international finance;* ***Kumaran Ramanathan****, managing director, IDG Global Solutions;* ***Jonas Triebel****, publisher, IDG Tech Media; Dr.* ***Christine Zwinger****, HR director;* ***Matthias Teichmann****, director, marketing research;* ***Ole Evers****, director, new business and cooperation;* ***Mirja Wagner****, manager, database operations;* ***Uta Kruse****, sales director, IDG Tech Media;* ***Joerg Breit****, director, website management;* ***Marlene Buschbeck-Idlachemi****, chief editor, Macwelt;* ***Sebastian Hirsch****, chief editor, PC-Welt;* ***Michael Beilfuss****, publisher, IDG Business Media;* ***Stefan Huegel****, director, digital media/website management.*

Bob Carrigan traveled to Munich in late September to meet with the management team of IDG Germany during his last week as CEO of IDG Communications Worldwide. IDG Germany President and CEO **York von Heimburg** thanked Carrigan for his leadership and announced that one of the company's conference rooms would be renamed in his honor.

Von Heimburg also presented Carrigan with a mock gift certificate wishing him a "lifelong Oktoberfest feeling" and an invitation to hoist the first mug of Oktoberfest beer with the IDG Germany team each year. ■

Meeting room
Bob Carrigan
GIFT VOUCHER
BOB CARRIGAN

York von Heimburg *and* ***Bob Carrigan***

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Frank Gens *IDC*

23

Andrew Ware *IDC*

18

Beth Kamoroff *IDG Consumer & SMB*

17

Raymond Boggs *IDC*
Stephanie Brockaway *IDG Communications*

16

Mitchell Rose *IDC*

15

Alexander Bauer *IDG Germany*
Alexandra Mesmer *IDG Germany*
Mark Anderson *IDG Communications*
Kevin Dunne *IDC*
Regina Marie Adams *IDC*

14

Sabrina Teteau *IDC France*
Adelbert Gillen III *IDC*
Hanh Nghi *IDG Global Solutions*

13

Ricardo Villate *IDC*

12

Barbara Fassiadou *IDG Germany*

10

Federico Amprimo *IDC Peru*

9

Robert Parker *IDC*
Rob Schultz *IDG Consumer & SMB*

8

Hideo Wada *IDC Japan*
Nick Sundby *IDC U.K.*
Eric Newmark *IDC*
Ellen Daly *IDG Communications*

7

Ebenezer Obeng-Nyarkoh *IDC*
Kimberly Knickle-Tierney *IDC*
Jonathan Share *IDC*
Tom Lupien *IDG Communications*
Val Potter *Computerworld*

6

Maria Maydell *IDG Global Solutions*
Andreas Udo de Haes *IDG Netherlands*
Kaoru Fukuda *IDC Japan*
Steve Dodman *CXO Media*
Andrea List *CXO Media*
Farrah Forbes *InfoWorld*

5

Luke Fang *IDC China*
Nicole Catatao *IDG Connect*

3

Tafadzwa Marasha *IDC Australia*
Sean Li *IDC China*
Steve Marshall *IDG Global Solutions*
Jane Doorly *IDC U.K.*
Shane Brown *IDC Canada*
Andrew Huffman *IDC*
Jae Han *IDG Communications*
Rob Haffeman *IDG Tech Network*

2

Huibert Keijenberg *IDG Netherlands*
Mohamed Yusnee Mohd Yusof *IDC Malaysia*
Swatantra Kumar *IDC Singapore*
Deena Punja *IDG U.K.*
Alejandra Marino *IDC Mexico*
Bruno Faria *IDC*
Blair Pecka *IDG Tech Network*
Erica Caruso *IDG Tech Network*
Shay Egan *IDG Communications*

1

Tina Li *IDC Hong Kong*
Wendy Junaidi *IDC Indonesia*
Akmal Hisyam Ab Wahab *IDC Malaysia*
Yih-Khai Wong *IDC Malaysia*
Shahid Mohammed Salim *IDC Singapore*
Andrea Azza *IDC*
Anthony Elworthy *IDC*
Cathy Leonard *IDC*
Luciano Crippa *IDC*
Sushmita Mitra *IDG Consumer & SMB*
Jehan Jamil *IDG*
John O'Neil *CXO Media*

Information for the Anniversaries section may be sent to world_update@idg.com.

unsunghero

Evelyn Pineda

Research Manager

IDC Latin America

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Romina Adduci *IDC Latin America*
John Gallant *IDG Communications U.S.*
Carl Grape *IDG Sweden*
Evelyn Pineda *IDC Latin America*
Bryan Rusciano *IDG World Expo*
John Sundström *IDG Sweden*
Ulrike Ullman *IDG Sweden*

IDC Telecommunications Research and Consulting Director for Latin America ***Romina Adduci*** *named Research Manager* ***Evelyn Pineda*** *her team's Unsung Hero. "Soon after joining IDC, Evelyn took over the challenging task of fully reconciling and aligning the Latin America networking programs with the Worldwide Trackers. With little previous experience and knowledge of IDC processes, Evelyn made it work by learning fast, finding the right support in the extended organization as well as training and managing other analysts within the programs. Commitment, pro-activeness and a positive attitude were clearly her success factors."*

Home Mexico City, Mexico

Title Research manager, Telecommunications, Latin America

Primary job responsibilities I manage the telecom hardware research programs in Latin America and Mexico, develop consulting projects related to the telecommunications and networking markets in the region, ensure renewal of the existing client base and develop business to expand the number of clients in Mexico in my programs.

Three things I do in a day's work

- Attend meetings with clients or internal staff to discuss IDC sales, research or projects.
- Develop telecommunications projects and trackers to present to clients.
- Review information, analyses and market trends in telecommunications with customers, IDC team or media.

What I love most about my job Since I graduated from college I've specialized in telecommunications. I love technology and its dynamism. I love the significance of my work and my relationships with senior technology leaders. I also enjoy the analytical challenges of each project; they really keep me going.

A hot-button issue that I'm dealing with Reactivating different telecommunications studies, learning more about technology and creating the necessary links for good research. This, in turn, means being involved in many different areas of telecommunications to gain more expertise.

CLAUDIA MEDINA

Research Manager ***Evelyn Pineda*** *joined IDC Latin America in 2012.*

Latest accomplishment Achieving the recognition of my colleagues and clients. I have successfully completed various regional projects and gained a higher level of research in telecommunications studies, which has resulted in increased customer confidence and sales.

What I'm doing to be a better employee The work I do I do with passion and commitment. I am a positive person who has a good relationship with my team. To do a good job I set myself goals and deadlines.

Interests outside the office As soon as I leave the office I like going to the gym. Fitness keeps my mind, body and spirit in line. I also like reading, listening to rock music and going out with friends. I enjoy weekends with my family and having long and funny conversations with my mom.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

30 SEPTEMBER 2013 | VOLUME 43, NUMBER 38 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | FEATURES - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

Central American licensee's business approach aligns with IDG's

Based in San Jose, Costa Rica, Grupo Cerca produces IT Now magazine and a sister site that reach readers in seven countries and draw on the CIO brand.

SEE MORE ON PAGE 4

Also inside

- IDG represented on FOLIO:100 influencers list
- Two IDG programs earn Integrated Marketing Awards
- One on one: IDG Communications U.S. Chief Digital Officer Pete Longo elaborates on his new role
- Job spotlight: Performance Marketing Manager

Run time! IDG Netherlands employees showcase their brands during 10-mile race.

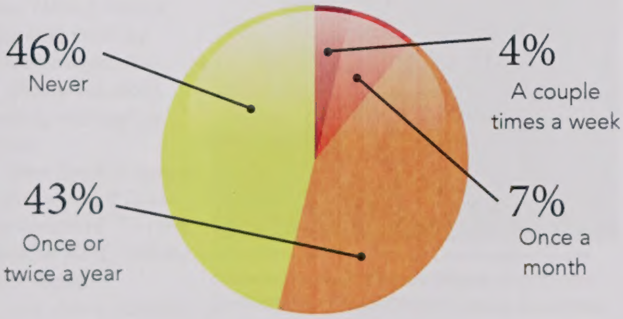
SEE MORE ON PAGE 2

Unsung hero: IDG Corporate Communications Specialist Marissa Berenson is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How often do you Google yourself?



Log on to www.idgcentral.com to vote on this week's question:

What will be BlackBerry's status a year from now?

CLICK HERE

Voting ends Friday!

2014
CALENDAR
CONTEST

The top photos from this year's entries — as voted on by a group of employees at IDG's Boston headquarters — are now available on IDG Central. Now it's your turn to narrow the field and help select the 12 photos that will appear in the 2014 IDG Employee Photo Calendar. Voting will be open through the afternoon of Friday, Oct. 4. Here are a few of the finalists:

CLICK HERE

IDG represented on FOLIO:100 Awards' industry influencers list

Melk

Daly

Two IDG Enterprise employees — **Bob Melk**, SVP, group publisher and CMO; and **Ellen Daly**, SVP, Events — and **Bob Carrigan**, former IDG Communications CEO, have been named to Folio's annual list of the top 100 most influential media professionals for 2013.

Melk is named in the Director-Level Doer category and Daly in the Under the Radar Change Agent list. Carrigan, who begins his new role as CEO of Dun & Bradstreet on Oct. 1, is in the Industry Influencer category.

The Folio: 100 Awards ceremony will be held Oct. 30 in New York City during Folio's MediaNext conference. Other 2013 honorees include Yahoo CEO Marissa Mayer, Amazon CEO Jeff Bezos and All Things D Co-Executive Editor Kara Swisher.

Click here or a complete list of honorees. ■

Two IDG programs honored at min's Integrated Marketing Awards

IDG twice made the honorable mentions list at min's 10th Integrated Marketing Awards breakfast on Sept. 23 in New York City that drew more than 200 media and marketing executives.

IDG's honored entries were:

Total Integrated Program: Tech
IDG Communications ("Samsung TechNotes"). The program was a multi-national campaign outside the U.S. for the Galaxy Note II mobile phone that involved IDG Communications, IDG Global Solutions, Samsung and agency Starcom.

New Event Program
IDG Enterprise ("Consumerization of IT in the Enterprise [CITE] Conference + Expo)

This year's competition involved 27 categories and more than150 entries, "indicative of the importance magazine publishers place on integrated marketing in 2013, as brand building and extensions are critical to success," according to min's website.

Click here for more details and the complete list of winners. ■

min
www.minonline.com

IDG Global Solutions Director, Communications and Marketing Programs ***Howard Sholkin*** *and IDG Enterprise VP/Marketing and Content Strategy, Events* ***Anne McCrory*** *display IDG's two honorable mention awards for integrated marketing last week.*

National TV appearances boost M3

Mikael Lindkvist*, editor-in-chief of IDG Sweden's M3 digital lifestyle site, demonstrates a music-related app during his appearance last week on a popular daily talk show aired by one of Sweden's biggest national TV channels. Lindkvist, who has done many TV interviews on gadgets and tech trends during his career, has been a guest on the program several times this year and has several appearances planned on other national programs. He also successfully pitched an upcoming guest slot for one of his colleagues, Test Editor* ***Peter Sjödin****, who will talk about the use of tablets in schools on a major morning TV talk show.*

IDGNL takes its brands for a run

Standing (l-r): ***Boudewijn Muijser, Wesseline Hartzema, Robin Kool, Huib Keijenberg, Vera Hilbrink*** *and* ***Robert van Loon****. Kneeling (l-r):* ***Rick Val, Sander van der Meijs*** *and* ***Chris Koenis****. Other runners not pictured:* ***Merijn Contant, Rogier Warnink, Marianne Kellner, Jan van Vonno*** *(IDC),* ***Karen van Tongeren, Nick Roozenburg*** *and* ***Patrick van As****.*

Almost a quarter of IDG Netherlands employees (16 of 70) took part in the 16.1-kilometer (10 miles) Dam to Dam (Amsterdam to Zaandam) run on Sept. 22. The group trained together most Monday evenings for the past three months. In addition to raising money for a good cause — Right to Play — employees also raised the profile of IDG Netherlands with half the runners sporting the names of the company's B2B brands and half the B2C brands on the backs of their bright red shirts, which all featured the IDG logo on the front. Everyone on the IDG team completed the run, with **Sander van der Meijs** posting the fastest team time of 1 hour and 5 minutes. ■

OneonOne

Pete Longo

IDG Communications U.S.
IDG TechNetwork

The chief digital officer of IDG Communications and CEO of IDG TechNetwork is this week's columnist. Reach him at peter_longo@idgsn.com.

> "On the advertising front, data is core to our digital strategies. Data is revolutionizing the advertising business and more and more of our clients are coming to us looking for guidance on how to build audiences, which audience segments will give them the most performance for their campaigns and who comprises their best customer segments."

Q The announcement about your new role as chief digital officer noted that you will oversee all digital operations at IDG Communications U.S. Can you get a little more specific about what that really means?

A Our company continues to evolve its digital offerings. In the last few years we have created a video platform, an advertising network, an advertising exchange and a data management platform to better serve our advertisers and readers. Integrating these newer platforms along with our existing ad operations, lead generation business and web operations will be one of our key initiatives in the coming year. Clearly our marketplace continues to evolve, and IDG has been at the forefront of innovation by adopting and integrating new ways of serving our clients. Creating synergy by going the last mile to have all of our existing digital platforms working in concert will allow us to accelerate this continued innovation.

Q What are IDG Enterprise's and IDG Consumer & SMB's digital strategies at the moment? And how do you see them evolving?

A A key part of the digital strategies, of course, is the continued development of our responsive design platform, and [IDG Communications CTO] **Aaron Jones**' Engineering Solutions Group is a core part of that evolution. In addition, the business unit development and design teams are a key part of that process as we look to move all U.S. websites to a common platform in the coming year. IDG CSMB completed the migration a year ago but is still continuously updating how our websites look and perform. At the Enterprise Group we will migrate our first website shortly and then continue until we have all the sites on the new platform. I am lucky in my new role to be able to partner with **Gregg Pinsky**, the SVP and general manager of our group. Gregg has a deep understanding of our websites and great insights on the direction we need to take them.

On the advertising front, data is core to our digital strategies. Data is revolutionizing the advertising business, and more and more of our clients are coming to us looking for guidance on how to build audiences, which audience segments will give them the most performance for their campaigns and who comprises their best customer segments. The heritage of IDG has always been about producing great content that attracts the best audiences in technology. Our move into using first-party data to define and verify our audiences is the modern equivalent of what we have been doing for a very long time, and places us in an enviable position among publishers vying for advertising dollars from technology marketers. This data strategy will operate in conjunction with our move to programmatic selling of advertising inventory. As audiences are defined for marketers, they increasingly want to buy them programmatically and in many cases in real time. We have developed an advertising exchange platform that allows them to do just that with the advertising exchanges we have built for both CSMB and the enterprise group along with the TechNetwork.

Q Are there differences between digital strategies for consumer and B2B properties?

A All of the strategies I mentioned earlier are core to both groups. Where they differ is around lead generation and video. Lead generation has been a key driver of revenues and profits at IDG Enterprise for some time. Like all of our initiatives it needs continued development and innovation in order to keep pace with the needs of our clients, and I am looking forward to spending time with the Digital Solutions Group (DSG) at Enterprise learning about their development path over the next year. At the same time, lead generation is new to the CSMB business unit, and we are just beginning to show revenue associated with its lead generation efforts. This is an obvious place where both units can collaborate for the benefit of IDG.

Video has been a key area of development at CSMB over the last year. Our editorial team has done a fantastic job creating and producing videos, and our product development team has implemented a new video player solution across our websites. Video is one of the fastest-growing segments of the advertising ecosystem, and IDG needs to continue to develop a strong offering in that area. Again, the opportunity for collaboration between the business units offers tremendous benefit for IDG.

Q What will be your key priorities in the next few months?

A The first step will be to evaluate the technology stack in each of our groups and see where best practices and vendor selections can be aligned so that each business unit can benefit

continued on page 7

Partner Profile

Central American licensee's business philosophies align with IDG's

Grupo Cerca's headquarters in San Jose, Costa Rica, display covers of some of the other publications the company produces.

Company name: Grupo Cerca, founded in 2004.
Location: San José, Costa Rica
Primary IDG contact: President & CEO **Marcelo Burman**

Brands published under license to IDG: IT Now magazine in print and its sister website www.revistaitnow.com. The monthly Spanish-language magazine has a controlled circulation of 22,000 and is distributed across Central America in Costa Rica, Guatemala, Honduras, El Salvador, Nicaragua and Panamá as well as the Dominican Republic. Updated daily, revistaitnow.com sees 12,000 unique visitors per month. "We use IDG's CIO brand in the section of the magazine in which we use CIO content," Burman said.

Number of employees: 170 across the Central American countries mentioned above; 60 people work in the main office in Costa Rica, with 20 dedicated specifically to IT Now. "We are really a local company in each country," Burman said. "Most of our products are distributed in all the countries where Grupo Cerca has a presence, so we have local teams for each product."

Grupo Cerca President and CEO ***Marcelo Berman***

IT Now Publisher ***Paula Solis***

IT Now founder and Grupo Cerca VP ***Damian Szafirsztein***

IT Now Editorial Director ***Thelma Lopez***

Year license signed with IDG: 2012. Over the years Burman said he had met IDG International Publishing Services President **Jim Sullivan** and IDG Communications President **David Hill** at several international FIPP events (Burman is on FIPP's management board, and Hill is FIPP's chairman). "We'd always talked about working together. I always learn a lot about IDG, and its products and business philosophy align with our goals," Burman said.

Competitive landscape: Burman said IT Now has no direct competitors. "Nobody has a relationship with CIOs like we do," he said. "However, there are many business magazines and events that compete for advertising money, and some Central American CIOs receive the e-newsletters of North and South American IT trade groups and media."

Biggest competitive challenges: "With the economic crisis, companies are more concerned with obtaining immediate sales instead of creating long-term relationships," Burman said. "This means we have to strengthen our community of readers and advertisers and create projects that allow advertisers to do business in the short and medium terms." According to Burman, Grupo Cerca's main strength is "our credibility, along with our close relationship with our readers and IT advertisers." Burman added that Grupo Cerca is "the most important publishing company" in Central America with offices spread across the region. "This allows us to better understand the local markets. Having people in each country, it's easier to create alliances and better understand the characteristics and culture of each country," Burman said. "It also allows us to better organize meetings, focus groups and other initiatives to meet the interests of our audiences."

Benefit of partnering with IDG: "Our relationship with IDG allows us to offer more quality content to our readers because we can access in-depth reports, global research papers and insights into the technology markets IDG covers," Burman said. "We use IDG News Service content daily on www.revistaitnow.com and in some sections of the print magazine."

On the transition to digital: The digital industry in Central America is growing slowly, Burman said, "even slower than in other regions. Traditional media outlets are still profitable, but they are beginning to diversify their offerings and experiment with digital products." IT Now currently offers digital directories, white papers, multimedia platforms, social media content and e-mail marketing. ■

Job spotlight

On the job: Performance Marketing Manager

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. IDG World Update's occasional Job Spotlight series is designed to provide insight into what our colleagues are up to. If you think your job could use some explaining, please contact the editors at world_update@idg.com.

Name Dominik Feike

Title Performance Marketing Manager

Business unit IDG Entertainment Media GmbH, Munich, Germany

Joined IDG April 2011. I've been doing performance marketing for nine years. I got into the industry as an intern.

What is performance marketing? There is more than one way to monetize a site. Performance marketing is a subcategory of online marketing. The difference is that we are not paid by site advertisers through a fixed CPM (cost per thousand) but make money via interaction with the site's users. It's comparable to direct marketing.

What does a performance marketing manager do? It's my job to control each online marketer on the websites of both IDG Entertainment and IDG Tech Media to get the maximum revenue. Every day I look at the impressions for each marketer and how much revenue was generated. By comparing the effective CPMs of our different marketers I decide whether to push or to reduce the number of impression one marketer gets from our sites. (If a marketer generates a smaller CPM than another I reduce the number of ad impressions to give more to a marketer that's generating a higher CPM, which means more revenue for us.)

> "Another part of my job is to set up performance campaigns that monetize content on the site. For example, Amazon has an affiliate program with us in which we get a fixed percentage of an order's value for having sent one of our site visitors to Amazon."

Another part of my job is to set up performance campaigns that monetize content on the site. For example, Amazon has an affiliate program with us in which we get a fixed percentage of an order's value for having sent one of our site visitors to Amazon. If the editors write an article about products that are available on Amazon I monetize that story's link by getting a commission from Amazon if something was bought on Amazon through our link. So, marketers monetize our site by getting ad impressions; affiliate marketers see revenue by selling products via our site, as in the Amazon example.

*IDG Germany's **Dominik Feike** has been working in performance marketing since he was 17.*

What service do you deliver, and who are your primary customers? I handle all affiliate networks, Google AdExchange, Google Adwords and other marketers such as InteractiveMedia and 71Media. I define the different minimum CPMs we want to get for each website, then I maintain the correct bidding processes and set up direct agreements with single advertisers.

What are the key skills required to do your job? Knowing how performance and affiliate marketing work. A direct-sales manager thinks in fixed CPMs; a performance or affiliate marketing manager deals more directly with single users by giving them special offers. You have to know the facts of each display tag — which site it's on and where (with an article, slideshow, etc.), where on the page the ad is displayed (above "the fold"

continued on page 6

noteworthypeople

New employees

Eklöf

Account and Agency Manager **Veronica Eklöf** comes to **IDG Sweden** from her role as digital planner with Maxus Mediaagency. She studied at Stockholm's Berghs School of Communication and enjoys online and console gaming and practicing muay thai martial arts. veronica.eklof@idg.se

Holborn

Also new at **IDG Sweden** is Web Developer **Elisabet Holborn** who comes from her role as business news editor at Svenska Dagbladet. She holds degrees in Web design, graphic design and journalism and enjoys kayaking, bread baking and skateboarding. elisabet.holborn@idg.se

Ding

IDC China has hired **Sarah Ding** as an account executive. A graduate of Australia's University of Wollongong, she holds a double degree in telecommunication engineering and electrical engineering. After graduation she worked at Stellar Asia Pacific as a customer service specialist. sding@idc.com

Martinet

IDC Singapore's new account manager is **Alexandra Martinet**. After graduating from the Lille School of Management in France with an M.A. in management she joined the economic department of the French Embassy in Singapore as a commercial officer, then went to 3D display manufacturer Alioscopy to work in sales and business development in Southeast Asia. In her free time she studies yoga and enjoys salsa dancing, painting and cooking. amartinet@idc.com

Wang

Market Analyst **Dominic Wang** comes to **IDC China** from his role as a manufacturing audit processor. He holds a B.A. in Japanese from Beijing International Studies University. qwang@idc.com

Transfers

PETER SHORT

Marden

Matthew Marden joins **IDC Framingham** as a senior research analyst/project manager, coming from IDC CEMA in Prague, Czech Republic where he was also a senior research analyst. He attended Georgetown University in Washington, D.C., where he received at B.S. in foreign service; he also holds a J.S. from the Vanderbilt University Law School in Nashville, Tenn. In his free time he enjoys running, hiking, reading and travel. mmarden@idc.com

All IDG business units and licensing partners are invited to send information for the Noteworthy column to world_update@idg.com.

continued from page 5

Job spotlight

or below it) and where geographically the marketer wants the ad displayed (Germany only; Germany, Austria and Switzerland; or globally). If you know all these things it's easier to handle each marketer.

You also have to have good people skills to connect with others who can help grow your personal network to get exclusive deals. By attending trade fairs and meeting with people in the industry, I can get exclusive performance marketing deals with big German advertisers that we don't get through direct sales. For example, just over a year ago I went to a small get-together hosted by one of our affiliate marketers here in Munich. I ran into an old marketing partner and a good friend who told me about a new tool that could help exploit our remnant inventory. We had a beer and talked. A week later we signed a contract for the inventory tool, which we use to this day.

A typical day Get some coffee and turn on the laptop. After that I check the revenues and the delivered ad impressions of the day before. Then I adjust each program or each marketer in delivered ad impressions or in generated revenue. After solving any tracking problems (broken links, etc.), I set up new campaigns and coordinate with my sales team.

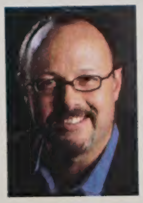
Best part of my job Meeting with a lot of people in performance marketing at industry events. The more people you meet in this industry, the easier it is to get some exclusive deals with advertisers.

Most challenging part of my job Handling each advertiser and each site to generate the largest revenue without cannibalizing the direct-sales efforts.

Recent accomplishment In February 2013 we began integrating Google AdExchange into our sales process. Now we get more real-time bidding revenue.

One thing I like to do outside the office I love to go hiking in the Alps. The beautiful views from the peaks make me forget the effort it took to get there. ■

Gallant featured in Folio:



John Gallant, IDG Communications U.S.' chief content officer, discusses the new role of an editor and the importance of an entrepreneurial approach in the newsroom in a Folio: Q&A.

Customize your IDG Central password

Do you want to change your auto-generated password for IDG Central, IDG's employee intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

ontinued from page 3

One on One

from the strengths of the others. I imagine that a lot of the heavy lifting around programmatic buying and selling for IDG, and integrating all of our first-party data so all groups have an equal opportunity to build audiences and meet advertiser demand, will consume a large part of our efforts. We've already made great headway with [IDG Global Solutions CEO] **Matt Yorke** and his team here in the U.S., and I'd like to spread that across all of our U.S. sales organizations. Lastly, continuing to develop a video strategy for IDG and providing production resources to support that strategy will be a key initiative.

> "I imagine that a lot of the heavy lifting around programmatic buying and selling for IDG and integrating all of our first-party data will consume a large part of our efforts."

Q Can you briefly explain how the IDG TechNetwork and IDG's U.S. brands interact at the moment, and do you see this relationship evolving over time?

A Sure. Right now the TechNetwork acts as a central resource for our data management platform and as an operational resource for all the programmatic activity on the advertising exchanges created for IDG. We also provide platform support for ad operations when we migrate to new ad serving platforms like we did this year when IDG in the U.S. migrated to XFP, Google's new ad serving platform. I anticipate that we will continue to provide that type of support, but will work much more closely with the IDG Enterprise DSG group to innovate around new platforms to be sure we always have the most robust advertising offerings possible.

Q Do you anticipate spending any more of your time at either the CSMB or Enterprise offices?

A It's a balance. I will need to spend a good deal of time in New York in my continuing role as CEO of the IDG TechNetwork, but I love seeing my colleagues in Framingham, Boston and San Francisco so I imagine I will be on the road quite a bit. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Maria Döhler *IDG Germany*

24
Martin Wallström *IDG Sweden*

21
Martin Kybal *IDG Czech Republic*
Wlodzimierz Duszyk *IDG Poland*
Juergen Hill *IDG Germany*
Charlotte Kempe *IDG Sweden*

19
Marcel Schaper *IDG Netherlands*

18
Adelheid Schwab *IDG Germany*

17
Lars Goransson *IDC Canada*
Jitka Vyhlidkova *IDG Czech Republic*
Ursula Finger-Nehring *IDG Germany*

16
Michito Kimura *IDC Japan*

15
Michael Schmelzle *IDG Germany*

14
Dominika Marszycka *IDG Poland*
Bernhard Haluschak *IDG Germany*
Malte Jeschke *IDG Germany*
Anita Thiel *IDG Germany*
Christian Vilsbeck *IDG Germany*
Beate Wöhe *IDG Germany*
Mats Stalbröst *IDG Sweden*

13
Noriko Moritomo *IDC Japan*
Ryuichi Yokoyama *IDC Japan*
Tanja Braun *IDG Germany*
Riem Sarsam *IDG Germany*
Ricardo Villate *IDC Miami*

12
Nicole Bergmair *IDG Germany*
Charlotte Poulsen *IDC Nordic*

11
Yasusuke Suzuki *IDC Japan*

10
Pavel Louda *IDG Czech Republic*
Bernd Fischer *IDG Germany*
Thomas Ströhlein *IDG Germany*
Jubert Alberto *IDC Philippines*
Karen Rondon *IDC Philippines*
Anh Truong *IDG Vietnam*
Tam Le *IDG Vietnam*

9
László Kovács *Project/029 Media and Communications*
Alexandrina Boariu *IDC U.K.*
Michael Beilfuß *IDG Germany*
Marcus Egger *IDG Germany*
Stefanie Heise *IDG Germany*
Juan Pablo Seminara *IDC Argentina*
Selina Wang *IDC China*
Claus Mortensen *IDC Hong Kong*
Gerwin van Engelenbur *IDG Netherlands*
Christina Carstensen *IDG Global Solutions*

8
Romina Adduci *IDC Argentina*
Ricardo Gomes Faim *IDC Brazil*

7
Steve Yang *IDC Canada*
Alys Woodward *IDC U.K.*
Agnes Fröschl *IDG Germany*
Matthias Weber *IDG Germany*
Lily Lin *IDC Australia*
Hye-Rim Kim *IDC Korea*
Huyen Ho *MRD Vietnam*
Hao Ha *CEO & CIO Club Vietnam*
Jörgen Lindqvist *IDG Sweden*
Hampus Lindberg *IDG Sweden*

6
Eva Ekedahl *IDG Sweden*
Fredrik Roos *IDG Sweden*
Britta Liljegren *IDG Sweden*

5
Reginaldo Dias Pereira *Now Digital Business*
Nick Corrigan *IDC U.K.*
Piotr Waszczuk *IDG Poland*
Monique Jansen *IDG Netherlands*
Marieke Ommen *iDG Netherlands*
Louise Sohnesen *IDC Nordic*
Manh Nguyen *CEO & CIO Club Vietnam*

4
Michelle Khemissi *IDG Switzerland*
Marta Pielasa *IDG Poland*
Yassin Chakhchoukh *IDG Germany*
Maxi Gräff *IDG Germany*
Melanie Koch *IDG Germany*
Karolin Pichler *IDG Germany*
Vera Hilbrink *IDG Netherlands*
Hanh Nguyen *IDG Vietnam*

3
Juan Sacchi *IDC U.K.*
Keith Gaffney *IDC U.K.*
Marcel Hauri *IDG Switzerland*
Nina Katharina Hasl *IDG Germany*
Sven Ohnstedt *IDG Germany*
Oliver Thomas *IDG Germany*
Patrick Yahya *IDG Germany*
Christine Zwinger *IDG Germany*
Elizabeth Ramirez *IDC Mexico*
Marisol Serrano *IDC Mexico*
Dominik Koslielac *IDG U.K.*
John Copsey *IDG U.K.*
Irina Chinenova *IDC Australia*
Emilie Ditton *IDC Australia*
Jarit Sidhu *IDC Thailand*
Ashwat Grover *IDC India*

2
Árpád Svájger *Project/029 Media and Communications*
Karolina Wojtyla *IDG Poland*
Marcus Biel *IDG Germany*
Eva Zechmeister *IDG Germany*
Pavan Magge *IDC India*
Sukhendu Rautela *IDC India*
Merijn Contant *IDG Netherlands*
Robert Riphagen *IDG Netherlands*
Anh Hoang *IDG Vietnam*
Uyen Le *IDG Vietnam*
Toan Mai *IDG Vietnam*
Toan Ho *IDG Vietnam*
Oanh Nguyen *IDG Vietnam*
Thao Ly *IDG Vietnam*
Quoc Huynh *MRD Vietnam*
Trang Tran *MRD Vietnam*
Vien Duong *MRD Vietnam*
Trinh Tran *MRD Vietnam*

1
Loren Drennan *IDC U.K.*
Maciej Gornicki *IDC U.K.*
Matt Sauer *IDC U.K.*
Phil Christian ***IDC U.K.***
Mitsuo Shimohata *IDC Japan*
Agnieszka Dudzinska *IDG Poland*
Aleksandra Krupinska *IDG Poland*
Jochen Gebauer *IDG Germany*
Irina Zvagelsky *IDC Miami*
Sandy Quinto Vila *IDC Peru*
Manoj Iyer *IDC India*
Gaurav Jain *IDC India*
Rupal Kumar *IDC India*
Amilia Nur Fitri *IDC Indonesia*
Larry Llamzon *IDC Singapore*
Matthijs van den Broek *IDG Netherlands*
Elmar Rekers *IDG Netherlands*
Tuyet Dinh *IDG Vietnam*
Trang Vu *CEO & CIO Club Vietnam*
Jonas Ryberg *IDG Sweden*
Louise Björnson *IDG Sweden*

unsunghero

Marissa Berenson

Communications Specialist

IDG Corporate Communications

IDG Director of Corporate Communications, Global Headquarters ***Susanna Hinds*** *named Communications Specialist* ***Marissa Berenson*** *her team's Unsung Hero. "Marissa brings poise, professionalism and outstanding copyediting skills to CorpComm's most daunting task: collecting and editing information on 700-plus IDG products and services for IDG.com and the IDG Media Kit. Working with business units worldwide, Marissa ensures everything we produce is clear, accurate and compelling."*

Name Marissa Berenson

Home Brookline, Mass.

Career path For the last four years, I have been a communications specialist in Corporate Communications at IDG International Publishing Services. I started out, though, with the IDG News Service as the editor of Computerworld Africa.

Primary job responsibilities My main responsibility is putting together the annual IDG Media Kit, which is used by IDG sales teams around the world. I'm also responsible for social media and keeping IDG.com up to date.

Three things I do in a day's work

- Correspond with contacts at IDG's business units around the world to help portray them accurately in the Media Kit and on IDG.com.
- Copyedit anything and everything that comes out of Corporate Communications.
- Tweet for @IDGWorld and post content to our Facebook and LinkedIn accounts.

What I love most about my job
I love working with people from so many different IDG teams in countries around the world, even if it's only through e-mail. And, after months of corresponding, it's always great to meet many of those contacts in person at the Global Product Line Meeting.

A hot-button issue that I'm dealing with on the job these days
LinkedIn has really transformed itself into a destination for content, so I've been experimenting with posting news from IDG and the larger media industry this year. In general, it's been interesting to see how differently content is received, depending on the social media platform.

IDG WORLD UPDATE

Communications Specialist ***Marissa Berenson*** *began her IDG career as editor of Computerworld Africa in early 2008.*

Latest accomplishment
Getting the Media Kit to the printer! Each year, the Media Kit seems like an impossible feat, and each year we manage to get it done.

Career highlights
Launching IDG's social media accounts and working on the redesign of IDG.com.

Interests outside the office
I am a design blogger (TheWellAppointedCatwalk.com), which takes up an inordinate amount of time, and I'm more than a little obsessed with Bar Method (the only workout I enjoy). I also love to travel and am currently learning Hebrew so I can eavesdrop on my Israeli fiance.

What others can't tell just by looking at me
Reality TV is my guilty pleasure, the trashier the better.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Dominik Feike *IDG Germany*
Susanna Hinds *IDG*
Mikael Lindqvist *IDG Sweden*
Pete Longo *IDG TechNetwork, IDG Communications*
Howard Sholkin *IDG Global Solutions*

IDG World Update

EMPLOYEE NEWS AND INFORMATION
23 SEPTEMBER 2013 | VOLUME 43, NUMBER 37 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 20 - page 8

Pete Longo, John Gallant named to newly created positions

IDG Communications U.S. CEO Michael Friedenberg named Pete Longo chief digital officer and John Gallant chief content officer for IDG Communications U.S.

SEE MORE ON PAGE 2

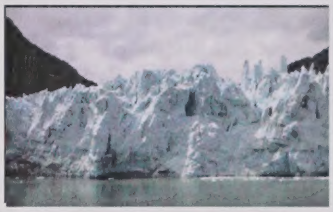
Also inside

- IDC's Indonesian Financial Services Summit sees big jump in attendance over last year's debut
- One on One: IDG Spain Country Manager Manuel Pastor
- IDG Germany relaunches TechHive blog
- IDG World Expo plans new digital entertainment event

CIO100
TEAM IDG INDIA

IDG India holds its eighth annual CIO100 to honor the accomplishments of local CIOs.

SEE MORE ON PAGE 5

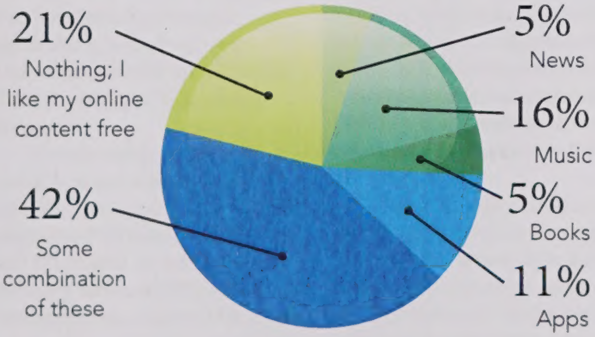


Celebrating 20: IDC's Trace Weatherford enjoys 10-day land/sea cruise to Alaska.

SEE MORE ON PAGE 8

Question of the week results

What online content are you willing to pay for?



Log on to www.idgcentral.com to vote on this week's question:

How often do you Google yourself?

CLICK HERE

Let the voting begin!

2014
CALENDAR
CONTEST

The top 40 photos from this year's entries — as voted on by a group of employees at IDG's Boston headquarters — are now available on IDG Central. Now it's your turn to narrow the field and help select the 12 photos that will appear in the 2014 IDG Employee Photo Calendar. Voting will be open through the afternoon of Friday, Oct. 4. Here are a few of the finalists:

CLICK HERE

Longo, Gallant promoted to newly created cross-IDG media posts

Longo

Gallant

IDG Communications U.S. CEO **Michael Friedenberg** last week announced the promotion of **Peter Longo** and **John Gallant** to two newly created positions that will have responsibility across IDG media in the U.S.: chief digital officer and chief content officer, respectively.

As chief digital officer, Longo will be responsible for digital strategy and operations for IDG Enterprise, IDG Consumer & SMB and IDG TechNetwork. He will retain his responsibilities as CEO of IDG TechNetwork. A five-year IDG veteran, Longo will add oversight of ad operations, development of creative systems and functionality, demand generation, branding, video and mobile efforts for all of IDG Communications' U.S. media properties.

Friedenberg assumes Longo's responsibilities as CEO for IDG Consumer & SMB, which publishes PCWorld, TechHive and Macworld. In addition, Friedenberg remains CEO of IDG Enterprise, the position he held prior to his promotion to CEO, IDG Communications, U.S., last month.

Gallant, whose IDG career spans 30 years, becomes the first chief content officer for IDG Communications U.S. He has served in a similar role at IDG Enterprise since 2010 and now adds responsibility for editorial leadership of the IDG Consumer & SMB brands. Under his leadership, the IDG Enterprise editorial team has won more than 100 awards and page views have averaged approximately 28 million per month. Gallant is a member of the Media Industry Newsletter (Min) Editorial and Design Hall of Fame.

"Pete and John have been leaders in our transformation from a print to digital media company in recent years," Friedenberg said. "Pete and his team's accomplishments in building audiences and adding technologies and partnerships across the TechNetwork and our media brands have propelled IDG to a leadership position in delivering data-driven solutions in tech media.

"John brings a unique combination of editorial management and business skills gained first as editor-in-chief and then as CEO of Network World. He will ensure that editorial quality and integrity remain a cornerstone of what we do as we serve the evolving needs of both advertisers and readers."

Both promotions are effective immediately. ■

IDC's Financial Services Summit sees attendance gains in year two

In conjunction with:
Partner

Coordinators for the conference included (l-r): IDC Financial Insights Asia Pacific ***Cyrus Daruwala****, Conference Content Manager* ***Hui Long Ooi****, Operations Manager* ***Agita Saraswati*** *and Market Analyst* ***Sui-John Ho****.*

IDC Financial Insights Asia Pacific built on the success of its past event and increased the attendance of the second annual Indonesian Financial Services Summit by 67% over last year. The Sept. 3 conference in Jakarta drew some 250 of the country's top financial services thought leaders and executives to assess the banking landscape and prospects for innovation and growth.

"The deputy governor of the central bank — Bank Indonesia — called it 'the most thought-provoking banking event of the year,' the delegates saw tremendous value in it and the sponsors were ecstatic," said IDC Financial Insights Asia Pacific **Cyrus Daruwala**.

Primary sponsors Cisco and Intel covered the cost of the event for attendees and provided speakers.

Bank Indonesia partnered with IDC this year to host the event along with last year's co-host, the Indonesian Banking Association. Having the support of both institutions, their internal marketing, an earlier start for marketing the event overall and a great lineup of speakers all contributed to this year's increased attendance, Daruwala said.

Indonesia, an archipelago of 15,000 islands and 230 million people, is considered the most "over-banked" country in the world, he said. It has 116 registered banks and as many as 1,700 rural credit banks, yet only 20% of the population has any formal bank accounts or any kind of relationship with a bank. However, the country has more than 150 million mobile phone subscribers, and this year's summit addressed the national government's initiatives to not only develop a mobile payment system but also to mandate that 15% to 20% of banks' products and portfolios be tied to people currently without accounts.

IDC organizers also donated SG$1,200 (US$962) for the Children's Cancer Foundation by contributing a donation for every delegate who came to the breakfast and the networking lunch during the event.

Earlier this year, IDC Financial Insights Asia Pacific held its ninth Asian Financial Services (AFS) Congress in Singapore — the largest banking conference in Asia — which featured more than 50 speakers and drew 700 bankers, regulators and technology experts from around the world. The Indonesian Banking Association, having attended the AFS Congress for many years, decided in 2012 to partner with IDC to host its own banking event.

IDC hosts its second Financial Services Summit in Thailand on Oct. 15 and plans to launch a similar event in Malaysia next year.

Contact Cyrus Daruwala. ■

OneonOne

Manuel Pastor

IDG Spain

The country manager of IDG Spain is this week's columnist. Reach him at mpastor@idg.es.

> "Developing some of our IDG video webinars in collaboration with IDC will increase not only the quality of the content, thanks to IDC's expert analysis, but also increase the number of qualified attendees."

Q What's the state of the tech media market in Spain today?

A IDG Spain has a clear leading position in the B2B media market in Spain. Computerworld is the most respected and recognized brand in the IT media market. Computerworld events and digital editions are very successful. And the print magazine maintains high levels of quality and readership, even though, as we all know, print advertising is declining. Our other B2B brands [CIO, CSO, Dealer World and Network World] are also seen by readers as high-quality products.

On the other hand, there is no clear leader in the B2C media market in Spain. This fact, combined with the negative financial results the B2C brands were registering — especially in print — made us put our efforts into focusing on the B2B area. So we discontinued our B2C print brands [GameProTV, Macworld and PC World] and maintain their websites.

During the last couple of years we have seen many of our biggest competitors discontinue many of their brands. Axel Springer restructured twice in Spain in less than a year, and they closed iCreate, among other brands. MC edicions and Globus also restructured and closed several of their brands. RBA closed PC Actual, which was a longtime competitor of PC World, three months ago.

Q How important is video programming for IDG Spain in terms of online content and revenue?

A It is crucial. And I have no doubt video content will become more important in the future in terms of reader demand and also in terms of revenues for our business. IDG Spain's video page, IDGtv.es, includes a twice-weekly IT news report as well as videos of product launches, events, interviews, product analyses and reports on tech trends. We also produce sponsored webcasts and video case studies that allow us to boost the lead generation business. In terms of revenue we are very satisfied to see that during FY13, the first year we embraced video lead generation, 15% of IDG Spain's digital revenues are based on video content.

Q Does IDG Spain collaborate with IDC Spain in any areas?

A Yes, IDG and IDC Spain have a good working relationship. A few years ago we jointly produced a conference called CIO Directions. The collaboration was successful and has been profitable since the first edition. This month we will celebrate the fifth edition of this event, which has emerged as a very important one for Spanish CIOs.

Several years ago we published a quarterly special report called IT Observatory with IDC. The idea was aggressive, the reports fantastic and the subscription price was very high. But it simply didn't work so well, so we discontinued it after six issues.

In FY14 we will broaden our collaboration with IDC into the video arena. IDG Spain has had a very successful experience during FY 13 creating high-quality video content, and we want to keep exploring new opportunities. Developing some of our IDG video webinars in collaboration with IDC will increase not only the quality of the content, thanks to IDC's expert analysis, but also increase the number of qualified attendees.

I am very proud that IDG Spain collaborates with IDC in an open and healthy way. In my opinion this gives a very clear message to the Spanish IT market: the best IT media group and the best research firm are together. We are sure to do great things! And, the fact that IDG and IDC are working together is something that deeply depresses our competitors.

Q How are you using social media as a revenue-generating effort?

A Social media is fantastic in many senses. First, we are more engaged with our readers and have a two-way communication channel. Obviously this is by itself extremely important. But social media also brings new sources of revenues. We get them from the "Amplify" IDG Social media campaigns and also by linking social media and lead generation. We promote lead gen whitepaper downloads through our social media accounts, we drive attendees to our online webinars and traditional on-site events as well. So in the end we get social media revenues directly through direct bookings but also indirectly by promoting other IDG revenue sources. Our revenues related to social media for FY13 were up 33% over FY12.

Q What kinds of events does IDG Spain produce?

A We traditionally have roundtables, multi-spon-

continued on page 7

IDG Germany's relaunched TechHive blog garners kudos from readers, advertisers

IDG Germany's TechHive consumer technology blog was relaunched last month with a new look and a responsive design that's earned glowing reviews from readers and advertisers.

TechHive.de came into IDG Germany's portfolio in December 2012 as an independent blog called Techfokus.de, an ad-free site created by freelance bloggers **Julian Frigger** and **Balazs Gal**. The founders stayed on after IDG Germany bought the blog and changed its logos and URL to TechHive.de. "At first we kept the same layout and functionality because we wanted to have a consumer tech blog like TechHive.de up and running quickly," said **Andreas Perband**, PCWelt.de vice editor-in-chief and project manager for TechHive.de.

Frigger

"Since TechHive's CMS is based on Wordpress, the redesign was very inexpensive, and Julian and Balazs handled most of the changes themselves. The new layout adapts to different screen sizes, so we need no special mobile site since it is all pre-designed in the layout," Perband said.

The mix of articles on the site was changed to offer more tips and tricks and product tests, "which is better for Google results," he added. "News only interests people for one day; a tip or a product test can remain interesting for many years and in the long term will generate more traffic than a simple news story."

IDG Germany can also now collect reader e-mail addresses through a TechHive.de newsletter linked to IDG Germany's central user database, something that wasn't possible in the blog's previous format.

Perband said he still considers TechHive a blog, despite its variety of sections and departments. "With all the good plug-ins that are available, the site is moving in the direction of a complete website, but it is still a blog. The definition of a blog depends more on the people who create the website, how they write and so on. In the German IT industry, TechHive.de is considered a tech blog, and Julian and Balazs are invited to industry events as bloggers."

At 300,000 page views per month, traffic to the redesigned blog has increased, and user reception has been "very good," Perband said "The layout is now modern and clean, the font is easier to read and we have more white space so the pages seem less heavy now." Advertisers have also chimed in with positive reviews, saying the site looks "more professional" than its previous iteration.

Gal

"Blogs are getting advertisers' interest because we can tell them a new story," Perband said. "Large customers tend to go for larger, more established sites that offer them market affinity. With TechHive we can offer smaller clients new advertising opportunities that fit their budgets, and they know IDG's competence and appreciate our products and solutions." He added that the newly designed site not only expands IDG Germany's portfolio but is good for the larger PCWelt.de and Macwelt.de sites. "Sony had a successful ad campaign on TechHive and is now inquiring about opportunities on PCWelt.de."

> The mix of articles on the site was changed to offer more tips and tricks and product tests, "which is better for Google results. News only interests people for one day; a tip or a product test can remain interesting for many years and in the long term will generate more traffic than a simple news story."
>
> *Andreas Perband*

TechHive.de, along with TechHive.com in the U.S. and IDG U.K.'s TechAdvisor.co.uk, represent IDG's newest brand geared to technology enthusiasts who want to learn more about the latest technology trends, launches and reviews of consumer products such as phones, tablets, cameras, smart TVs and more.

For more information contact Andreas Perband. ■

IDG World Expo plans new digital entertainment event for 2014

IDG World Expo last week announced plans for a new event, Digital Entertainment World (DEW), that will be devoted to the digital ecosystem, from creation to monetization. It will be held in Los Angeles, Feb.18-20, 2014, and developed in conjunction with Digital Media Wire (DMW), a media company that also produces B2B conference and events in the video, games, publishing and music markets.

DEW DIGITAL ENTERTAINMENT WORLD

"DEW is unique in that it is the only B2B event about the complete digital community; it is not limited to vertical segments," said **Mary Dolaher**, IDG World Expo CEO. The event is for anyone "involved with content creation, delivery of content to the consumer or in any piece of the entire commerce chain in between.

"DEW is about the global ecosystem to monetize digital content from creation to distribution to consumer," Dolaher continued. "The many multi-faceted content/technology relationships today are providing consumers with the most engaging and interactive content in history, propelling a global market with digital revenue driving projected growth of more than $500 billion by 2017."

Dolaher said the idea for DEW was a collaboration between World Expo and DMW. "We have worked with many types of partners over the years, including other event producers, associations and entertainment companies. World Expo is handling most of the operations, registration, and sales for DEW, and DMW is handling most of the content, but it truly is collaboration and team effort in every respect."

The event will have more than 300 senior-level speakers from major television broadcasters, movie studio, music labels, game publishers, digital startups and publishers discussing successful content-technology partnerships, content creation, cloud deployment, distribution, mobile and social networking, marketing, advertising and monetization.

For more information visit the event's website or contact World Expo Senior VP, Strategic Communications Carolyn Rauch. ■

IDG sponsors Content Marketing World Tech Summit in Cleveland

TECH SUMMIT
THANK YOU
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Hive
Macworld
COMPUTERWORLD
World
CFO

L-R: Mike Weir, global head of Category Development/Technology, LinkedIn; ***Brett Ferry****, director, Program Development, Custom Solutions Group, IDG Enterprise;* ***Howard Sholkin****, director, Communication & Marketing Programs, IDG Global Solutions. Weir is IDG Enterprise's primary contact for the LinkedIn partnership announced this summer.*

The Content Marketing World Tech Summit, sponsored by IDG Consumer & SMB, IDG Enterprise, IDG Global Solutions, and IDG TechNetwork, attracted about 110 marketers, agency pros, and consultants to the Cleveland Convention Center Sept. 9-11. The event was organized by the Content Marketing Insitute, located in Cleveland. **Brett Ferry**, director, Program Development, Custom Solutions Group at IDG Enterprise, gave a brief overview of research conducted by IDG Enterprise into buyers' consumption and use of information, which was hosted by LinkedIn. The IDG Enterprise Customer Engagement Survey looks at how a wide variety of content types are used throughout the individual stages of the IT purchase process and how that content is consumed, discussed and shared. The sponsorship package included highly visible promotion of the IDG sponsorship at the Summit and online as well as Ferry's presentation. Attendees included representatives from IBM, VMware, SAP, and SAS.■

IDG India celebrates local CIOs at country's most popular annual IT awards program

IDG India held its eighth annual CIO100 Symposium and Awards program in Pune on Sept. 5-6. This year, the team invited the winners, who were honored for their outstanding contributions to their respective businesses, along with their spouses. A total of 130 CIOs attended the event, which had sponsorship support from 34 IT companies in the local market.

"CIO100 is by far the largest and most anticipated awards program in the Indian IT community," noted **Siddharth Singh**, general manager, marketing, IDG India. ■

CIO100
SYMPOSIUM & AWARDS CEREMONY
TEAM IDG INDIA
EMC
hp
JUNIPER
EMC
hp
JUNIPER

IDG India staff celebrates the successful eighth annual CIO100 Symposium and Awards ceremony.

noteworthypeople

New employees

Yegulalp

Previously a writer and editor with UBM Information Week and Byte, **Serdar Yegulalp** joins **InfoWorld** as a senior writer. He holds a B.A. in English literature from Fairleigh Dickinson University in Hackensack, N.J. A science-fiction and fantasy novelist, he has his own publishing imprint, Genji Press. "I just released a major space-opera epic Flight of the Vajra and am on track to release at least one new book a year from now on." serdar_yegulalp@infoworld.com

Gonsiorowski

Peter Gonsiorowski joins **IDG Enterprise** as a digital account services coordinator. Previously a digital media buyer with GamePub, he holds a B.S. in business administration from Sacred Heart University in Fairfield, Conn. Away from the office he enjoys golf, fishing and making beef jerky. pgonsiorowski@idgenterprise.com

Dixon

IDC MEA in Dubai has hired **Adam Dixon** as a business development director. He previously headed Microsoft's consumer business in South Africa, led Symantec's consumer business for Africa and Hewlett-Packard's supply business in the Middle East and Africa. He has also been an industry consultant in South Africa, Ghana and Nigeria. He enjoys off-road driving, reading and writing and is a certified neuro-linguistic programming trainer and coach. adixon@idc.com

New at **IDG Tech Media** in Munich, Germany, is Junior Sales Project Manager **Sophie Kleine**. Most recently an intern at HYVE AG, she holds an M.A. from the University of Applied Sciences in Ingolstadt, Germany. Her hobbies include sports, cooking, fencing and sewing. skleine@idg.de

Ramsay

JOE MOLA

IDG Global Solutions' U.K. office has hired **Matthew Ramsay** as a program coordinator. A recent university graduate, he holds a B.A. in business specializing in project and operations management from the U.K.'s Bournemouth University. In his free time he enjoys football and squash. matthew_ramsay@idg.com

IDC Government Insights' New York office has hired **Jason Whittet** as a senior account executive, Business Development. He was previously with the Massachusetts Broadband Institute, an agency created to expand affordable high-speed broadband Internet access across the Commonwealth. He earned a B.S. in political science from Arizona State University and an M.S. in public administration from Boston's Northeastern University. He created MassVetsAdvisor.org, a free, vetted digital, searchable directory of veterans' benefits and services. jwhittet@idc.com

Employees at business units and IDG licensees worldwide may send information for the Noteworthy section to world_update@idg.com.

Wanted: your story ideas

The editors of IDG World Update rely on employees to contribute suggestions for articles (especially best practices ideas), Photos of the Day, potential candidates for the One on One column and features such as colleagues who have interesting hobbies or volunteer activities. Write to world_update@idg.com.

Beijing Correspondent Michael Kan wins News Service writing award

IDG WORLD UPDATE

*IDGNS VP/Editorial Director **Elizabeth Heichler** presented Beijing Correspondent **Michael Kan** with his award during the News Service's meeting in Boston last week.*

Michael Kan, the Beijing correspondent for IDG News Service, was recently awarded the group's annual newswriting prize for his series of stories about working conditions at Chinese companies that do contract manufacturing for the major IT and consumer electronics vendors.

"Michael did excellent, old-fashioned shoe-leather reporting, travelling to factory towns and interviewing workers outside the manufacturing plants to gain perspective that was unique among the widespread coverage of this story," said **Elizabeth Heichler**, VP and editorial director of the News Service. "He also developed good sources at labor relations groups in the country and continues to watch this sector closely for new developments."

Kan joined the News Service in July 2010. Click here to read more about his experiences reporting from Beijing.

Write to Michael Kan.

IDG Central passwords, profiles and more

Do you want to change your auto-generated password for IDG Central, IDG's intranet, to something more easily remembered? Click here to connect to the Change Password form. If you don't recall your current password, click on the Forgot Password link.

While you are in IDG Central, you can comment on and "Like" articles; bookmark favorite articles and features for future reference, personalize your directory profile with a photo and a status update letting colleagues know what you are working on; and read about industry and IDG-in-the-media mentions in the In The News press summary.

continued from page 3

One on one

sor half-day events and two big annual conferences: The Computerworld Yearly Conference and CIO Directions.

We explored some new formats during FY13 and we held some "IT & Sport" events (the CIO Padel Tournament and the Football Champions league event), and both of them were very successful. There is always an IT component to these events, like a roundtable or a speech by a well-known IT personality. But the most important thing about our IT sports events and why sponsors want to support them it is our ability to bring high-profile CIOs together to network in a relaxing atmosphere.

This fiscal year we also started to record some of the traditional on-site events and broadcast them live. This had a risky component, as it was natural to think the number of attendees on-site could have been reduced due to the live broadcast. But the reality is that the number of attendees increased; we got the normal on-site attendees plus the ones who attended through the Internet. So in the end it was a good increase in the number of attendees, and we gave higher value to our sponsors due to that.

Q You've had to significantly consolidate your staff in the last year. How has your team adapted?

A My team adapted very well to the consolidation. We were completely transparent with employees and explained in detail the situation and why IDG Spain was making those strategic decisions. I had the feeling that people understood it and recognized it was the right strategy. I believe the IDG Spain employee survey confirms this feeling, as the survey results were the best in many years.

Q What are your goals for the next fiscal year?

A I want to solidify the strategy we started last year, and show with the numbers that our focus on B2B was a total success for IDG Spain. One concrete goal that IDG Spain is pursuing is to increase our leading position in video content production. With this aim we will increase the production of videos, and we also will have IDC collaboration as I mentioned before. Finally, in the video arena we want to work directly with IDG Global Solutions to find ways for them to sell internationally our successful video webinars' lead-gen solutions. Last year all the video lead gen was sold locally, and I believe there may be good international selling opportunities as well.

Also, I want to explore ways to monetize through the IDG TechNetwork the huge inventory of high-quality Spanish-language IT videos we produce.

Our strategy of broadcasting our events live will increase the total number of attendees and allow us to charge higher sponsorship rates.

With our print brands Computerworld and Dealer World we want to maintain high-quality standards and at the same time make the magazines profitable. For example, we have reduced CW's frequency to once per month and created a digital subscription in tablet format.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
John St. Martin *IDC*

22
Jim Duffy *Network World*

18
John Daly III *IDC*

16
Barbara Hall *IDC Canada*
Tanya Braitchouk *IDC U.K.*
Jen McKean *IDG Research Services*

15
Mike McGoldrick *Network World*
Ann Bednarz *Network World*

14
Rajnish Arora *IDC Singapore*
Doug Dineley *InfoWorld*
Scholle McFarland *IDG Consumer & SMB*

13
Thomas Schwieters *IDC*
Sara Scogland *IDG*

12
Martyn Williams *IDG News Service*

11
You Sook Hong *IDC Korea*

10
Howard Sholkin *IDG Global Solutions*

9
Jen Sand *IDG List Services*
Dan Frakes *IDG Consumer & SMB*

8
Jason Gorud *IDC Singapore*
Stephen Galeotalanza *IDG World Expo*
Jeremy Rueb *IDG Global Solutions*
Tom Kaneshige *CXO Media*

6
Patrick Lee *IDC Singapore*
Joey Yen *IDC Taiwan*
Stanley Gibson *IDG Enterprise*

5
Uyen Phan *InfoWorld*

4
Upal Jayasundara *IDC*

3
Robert Charlton *IDC*
Abhijeet Dugar *IDC*
Matt Lawton *IDC Canada*
Reynilda Cheng *IDC Singapore*
Leslie Haasch *IDG Enterprise*
Emily Lohmann *IDG TechNetwork*

2
Winona Seibert *IDG*
Anna Nordgren *IDG Sweden*

1
Antonio Liu *IDC China*
Gina Galvagni *IDG*
Conrad Paquette *CXO Media*

Writing Workshop tips

*IDG Consumer & SMB Senior Copy Editor **Steven Gray** writes the Writing Workshop blog on IDG Central. Here's a sample from his recent series, Trouble With Questions.*

Example: But even if the implant wasn't ready to dole out bionic vision, what if the input device was.

Like rhetorical questions, hypothetical questions need a question mark as end punctuation. And since the question in today's example poses a future conditional scenario, changing "wasn't" and "was" to "weren't" and "were" reflects the time frame more accurately.

Better: But even if the implant weren't ready to dole out bionic vision, what if the input device were?

On the other hand, given the choice between technically accurate language that sounds somewhat awkward and technically accurate language that sounds natural, we prefer the latter, which leads us to a second round of revision.

Better still: But what if the future input device turns out to be ready to dole out bionic vision before the implant is?

celebrating20

Trace Weatherford

Associate VP, Consulting Sales IDC

*Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDC's **Trace Weatherford** traveled to Alaska on a 10-day land/sea cruise with her boyfriend, Jonathan Rosenberger, earlier this year.*

thanksto

The editors of IDG World Update would like to thank those who assisted with this issue:

Elizabeth Heichler *IDG News Service*
Manuel Pastor *IDG Spain*
Andreas Perband *IDG Germany*
Carolyn Rauch *IDG World Expo*
Howard Sholkin *IGS*
Siddharth Singh *IDG India*
Trace Weatherford *IDC*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Joined IDC May 1992 as a sales and marketing assistant. Before that I had dabbled in desktop publishing, technical editing and event management. But soon after joining IDC I realized I had a penchant for business development, and my sales journey began! Over the years I have had many different sales roles. Currently, as associate VP of Consulting Sales, I represent the full spectrum of IDC's custom research solutions to a few of IDC's largest customers.

Weatherford

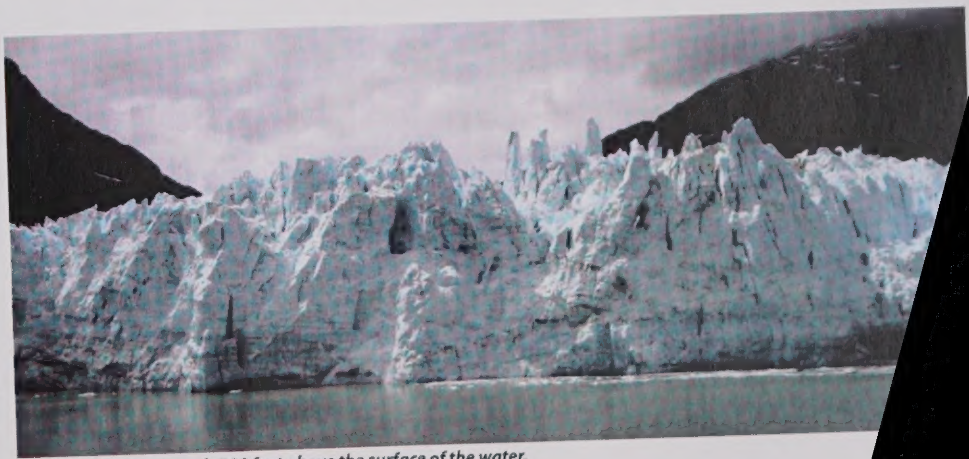
Why I chose this trip: I wanted that trip-of-a-lifetime factor, and I have always been in awe of breathtaking scenery. Everyone I knew who had taken this trip said it more than fulfills that objective.

This newborn puppy is from a long line of champion sled-dog racers.

Trip highlights: There were many: the glass-top train ride through the Alaskan wilderness, our visit to a dog sledding kennel in Talkeetna, whale watching outside Juneau. But hands down the highlight for me was the day of scenic cruising in Glacier Bay. The captain made an announcement for all onboard services to desist so we could float, in silence, and enjoy the towering glacial fields. Can you imagine being on a ship of 2,600 people and all you hear is the wonder of nature happening around you? Waterfalls, ice calving, baby bald eagles crying for their mothers in the distance. I have a 15-second video from that day of a large, probably 100-foot tall chunk of ice calve off the side of Margerie Glacier. It sounded like thunder. It took an hour of patience standing at the ship's rail with my camera pointed at the glacier and thumb over the "play" button to catch it. It took my breath away. Alaska is a wonder, a spectacle, a miracle. It is a trip that I will carry inside me the rest of my life.

Scenic cruising on Glacier Bay.

Glass-top train ride through Denali National Park.



Margerie Glacier extends 300 feet above the surface of the water.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

16 SEPTEMBER 2013 | VOLUME 43, NUMBER 36 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | FEATURE - page 2 | ANNIVERSARIES - page 8 | CELEBRATING 30 - page 9

Fresh perspectives: recent hires talk about their IDG experience

Eight U.S. employees, hired in the past year, talk about what attracted them to the company and what they've found since joining.

SEE MORE ON PAGE 2

Also inside

One on one: IDG Poland CEO Piotr Wtulich

Mark Hobson takes helm of publishing partner in Singapore and Malaysia

IDG Germany's GameStar launches movie channel

IDG News Service staff onsite at IFA in Berlin produced articles, photos and video reports for its customers.

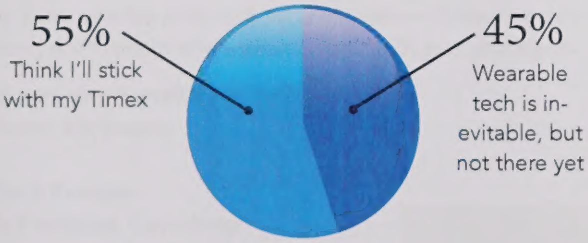
SEE MORE ON PAGE 8

Celebrating 30: *IDG Enterprise celebrates milestone with Production Coordinator Kim Pennett.*

SEE MORE ON PAGE 9

Question of the week results

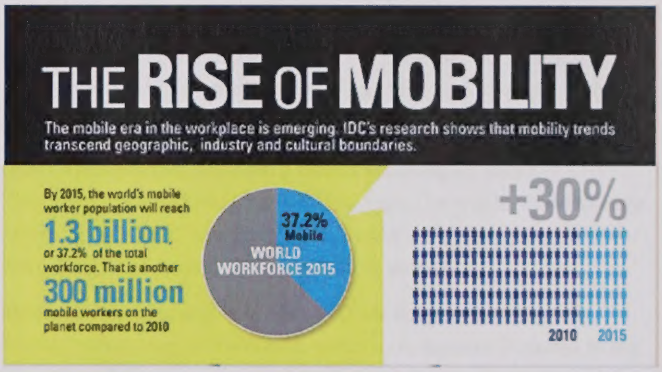
What do you think of the new Galaxy Gear smartwatch?



Log on to www.idgcentral.com to vote on this week's question:

What content are you willing to pay for online?

CLICK HERE



Online photo voting set to begin

Online voting for the 12 photos that will be included in the 2014 IDG Employee Photo Calendar is set to begin on Monday Sept. 23. Last week all employees and staff at IDG licensing partners whose names appear in the IDG Directory received an email reminder containing their user name and password for IDG Central. If you haven't visited recently, be sure to log on and have a look around before Sept. 23.

Fresh perspective: Recent hires share some thoughts

Kelsey Scheidemantel
Account Coordinator, CSO | CFOWorld
Joined IDG: April 2013

Scheidemantel

What attracted you to IDG?
As a senior in college I interned in both the marketing and production departments. While interning I found that the people were so nice, the work was interesting, and I quickly realized that it was somewhere I wanted to work.

Most unexpected discovery about working at IDG?
The most unexpected discovery I've made is just how welcoming and helpful everyone is. There is always someone there to lend a helping hand no matter the situation.

Does anything stand out about IDG's corporate culture?
I am impressed by the interest that senior management seems to take in the employees. It is amazing to see CEO **Michael Friedenberg** taking the time to walk around and interact with employees. It really shows how tight-knit IDG is.

How do you describe your job to friends or family members?
I describe my job as one that involves a lot of moving parts and where multi-tasking is key. I love that I get to work with people from so many different departments. It's great to accomplish projects after so many people have worked together for the result.

What is the biggest difference you've encountered between working at IDG vs. a previous employer?
IDG is a place where people want to work. The company treats its employees well, and I think the employees really appreciate that.

One on-the-job highlight for you so far?
Learning something new every day! Working with people in different departments allows exposure into different aspects of the company. I also love the lunch and learn program — it provides a casual learning environment where you can learn with your colleagues.

Best part about working at IDG?
Definitely the people.

Richard Evensen
Vice President, Consulting
IDC
Joined IDC: May 2013

Evensen

What attracted you to IDC?
IDC has a great reputation among its clients and a very strong brand. Having vetted IDC's models, I was personally very impressed with how precise and high-quality they were.

Most unexpected discovery about working at IDC?
There is a huge upside potential for IDC! On the consulting side, buyer behavior for both tech and end-user accounts, global pricing studies and sales enablement all represent multi-million-dollar growth areas for IDC . . . if we can get our clients to leverage us (vs. competitors) for this work.

One on-the-job highlight for you so far?
Clients really, really want to work with IDC. As such, we are our biggest competitor. When we work together well, respond quickly to clients, are flexible and can work within their timelines and meet due dates, they really don't consider going to other firms.

Best part about working at IDC?
I'll echo what I've heard from many others . . . there are just a lot of very nice people here!

Samantha LeBlanc
Marketing Assistant/Registration Coordinator
IDG Enterprise
Joined IDG: November 2012

LeBlanc

What attracted you to IDG?
In my most recent job search, it was extremely important to me that I join a stable company that could provide me with growth opportunities with which I could build a career. Shortly after I applied, a friend of mine joined IDG and raved about the company and her new position. After learning more and hearing firsthand what it was like to work there, I knew I wanted to be a part of it.

Most unexpected discovery about working at IDG?
The most unexpected, pleasant discovery I've made working here is the "family feel" it still provides. I work with great people and from that, have developed friendships, as well.

Does anything stand out about IDG's corporate culture?
I wasn't expecting to have such enormous support in terms of my growth and development — from my peers, my manager and the company as a whole. Opportunities such as additional training classes and the mentor program show that IDG sees importance in your personal growth.

How do you describe your job to friends or family members?
I can never provide enough positive feedback about IDG and how I feel about my job. In my short time here, I have developed such pride and really enjoy being a part of its success.

continued on page 5

OneonOne

Piotr Wtulich

IDG Poland

The CEO of IDG Poland is this week's columnist. Reach him at piotr_wtulich@idg.com.pl.

> "As in many cases, our online activities just support and follow the events. I would consider IDG Poland rather an event-first company."

Q Can you provide an overview of your business?

A IDG has had a presence in Poland for over 20 years. Our IT market, valued at over $13 billion, is the second largest in our region after Russia and far ahead of the fast-developing Turkish market.

IDG Poland has developed a well-balanced portfolio of businesses with the CIO and Computerworld brands focused on IT managers, Networld targeting IT specialists and PCWorld and idg.pl that reach tech enthusiasts. On top on the core brands we also have developed an Internet Standard business that focuses on marketers. We have regular printed Computerworld, Networld, PCWorld and CIO magazines, more than 40 events including Internet Standard and several websites including idg.pl, which is the country's leading IT consumer site. We have a team of 70 people to run all our operations.

Q What have been the biggest challenges facing IDG Poland during FY13?

A Struggling with the economic slowdown — the biggest since 1991 and much more severe than in 2008-2009. We have had eight consecutive quarters of ad market decline at a pace of -6% year over year. This difficult market situation has motivated us to speed up our business restructuring in the direction of marketing services and user revenues.

We had to respond to our customers' increasing pressure for marketing effectiveness beyond simple print or online display formats. We are now offering more lead-generation products. We have also focused our event business more on user revenues. User revenues increased by 30% year over year and its share in total events revenue has increased from 28% to 41%. By focusing on providing quality content, we were able to justify higher attendee fees.

In addition to these strategic moves we have also significantly reduced our costs, especially in print. We changed PCWorld's format and paper, resulting in a 20% cost reduction. And we decided to stop adding a DVD to each issue that was used by only 13% of our readers and instead promote our download zone.

Q What are the trends you are seeing in both your B2B and consumer media businesses?

A I have already mentioned there is increasing pressure for marketing effectiveness. The other trend that is probably common to many European markets is the centralization of marketing budgets. It seems that this trend will last at least for the next few years so cooperation with IDG Global Solutions will be even more important in our sales strategy.

The consumer market is much more competitive than the B2B market in Poland, and it results in price wars as the main competitive strategies. Quick and dirty content flooding blogs and social media disrupts the media industry, and it seems there is no viable alternative that big media companies can adopt to keep their market share.

Q What are your key priorities for the new fiscal year?

A We will continue our strategic shift from a B2C- to B2B-oriented organization, and we would like to explore the opportunities we have in the enterprise business. During the last year we have greatly extended and improved our B2B database and that is one of our key assets now. It grew from 50,000 to 75,000 contacts, and the scope and quality of our information is better as well. We consider this database to be crucial for the development of our key products — lead generation and events.

Lead generation is becoming our major segment of the interactive business. Beside traditional white papers we would like to extend the use of video for webinars and VOD to generate high-quality leads. We have also launched more research projects for the purpose of lead generation.

We would also like to develop new conferences that cover IT hot topics. We would like to add Software Defined Networking, Open Source or CITE conference to build on the success of last year's new events on Big Data, BYOD/Mobility, Agile and eCommerce.

Q Are there any new products or services your team has been working on?

A We have just relaunched our CEO magazine. It is digital only and to a large extent based on existing CIO and Computerworld content. It covers the topic of technology changing business strategies and business models. The primary goal of the publication was to refresh

continued on page 8

Mark Hobson takes over IDG's licensee in Singapore

Following on the heels of its decision to give up its license for four IDG titles in New Zealand (now published by IDG Australia), Fairfax Business Media has sold its Singapore business to the former regional head of the company in Asia, **Mark Hobson**.

***Mark Hobson**'s ties to IDG date back to 1995 when he joined the sales department at IDG Australia.*

Hobson, whose connection to IDG dates back to 1995 when he joined IDG Australia's sales department, will serve as CEO of the company, whose name has been changed to Executive Media Networks. The company will continue to publish CIO Asia (distributed in Singapore, Malaysia, Hong Kong, Thailand, the Philippines and Indonesia) and Computerworld Singapore and Computerworld Malaysia under license to IDG.

Hobson said he plans no near-term changes to the publications, which all have both a print and online version. The company will also continue to produce a number of events including the CIO Summit (co-produced with IDC last month in Singapore, Malaysia and Hong Kong); the CIO Conference; CIO State of the Asian CXO Summit; Computerworld Security Conference; Computerworld/SNIA IIIS Conference; and the Governance, Risk and Compliance Conference.

Areas where he does plan to focus on making changes to the business include increasing the size of the company's database of names, developing more branded conferences and creating new websites to target line-of-business managers.

"We are very excited that the transaction to sell the Fairfax business in Singapore to Mark Hobson has been finalized," said **Jim Sullivan**, president, IDG International Publishing Services. "Mark has been a successful leader in the media industry for a long time. He understands the new realities in the media industry, and now that he is owner of the business he will be able to concentrate on the areas that are growing in his market. We wish Mark great success in his new venture."

In addition to the three IDG titles, Executive Media Networks will continue to publish its wholly owned MIS Asia title, which targets technical IT managers who are not yet at the CIO level. The company employs 28 people at its Singapore office and seven at its office in Malaysia.

For more information, contact Mark Hobson. ■

GameStar partners with major YouTube movie channel

Reviews of new movies have always proved popular with IDG Germany's GameStar.de visitors, and to provide more content to feed that interest, GameStar launched a movie channel last month in collaboration with moviemaniacs, one of Europe's biggest movie-related YouTube channels.

"This collaboration is part of our ongoing effort to shift GameStar from the 'world of PC games' to the 'world of PC gamers,' covering everything that gaming enthusiasts are interested in," said **Christian Merkel**, production coordinator of the new channel. "We are also expanding our coverage of consumer electronics."

GameStar
You Tube
TESTS PREVIEWS LET'S PLAYS SLIDES GAMEPLAY

Moviemaniacs is comparable to the IGN movie channel in the U.S. It includes reviews of new theater releases, cinema news, previews, interviews with movie stars, trailers, movie clips, short features about new movies, photo galleries and more. GameStar editorial staff will still contribute reviews of major movie debuts on GameStar.de.

The new channel appears as a link in the margin of GameStar's YouTube channel along with close to a dozen affiliate GameStar & Friends channels. While on moviemaniacs, visitors can similarly link to GameStar's YouTube channel.

GameStar's sales team has seen a recent increase in advertising revenue from movie-related clients, including 24,000 euros (US$ 31,920) from Warner Brothers for its *Pacific Rim* campaign.

"Partnering with moviemaniacs is all about reaching new target audiences and attracting new advertisers to our websites," Merkel said.

Write to Christian Merkel.

continued from page 2

Fresh perspective

One on-the-job highlight for you so far?
I love being able to travel in my current role — I haven't had the ability to do so in previous positions.

Best part about working at IDG?
It's great to be a part of a team and knowing I have the opportunity to grow within the company.

Chris Kinnier
Digital Ad Operations Specialist
Digital Services Group
IDG Enterprise
Joined IDG: July 2013

Kinnier

What attracted you to IDG?
The people and atmosphere. Everyone who I spoke to on the phone and interviewed with was so kind and welcoming and spoke so highly of the company. Most of them had been here for 10 or more years, so it was nice to see that people want to stay here for long periods of time.

Most unexpected discovery about working at IDG?
How much everyone appreciates each other. With the High Five program and the Summit Awards, it's easy to tell that everyone is willing to work together toward the company's overall goals, and we all appreciate each other's work to achieve those goals.

Does anything stand out about IDG's corporate culture?
The laid-back feel. I think that when you provide this type of environment, employees feel more comfortable being who they are, and it makes them want to come in to work every day. My previous job was at a major corporation in New York City, and the culture there was much more restrictive and uptight.

How do you describe your job to friends or family members?
I always tell them how much I love it so far. I made a very tough personal decision to come back to the Boston area after working in New York for a couple of years and was very excited when IDG had the exact position that I was looking for. I work with a great group of hardworking, fun people and thoroughly enjoy coming to work every day. I am proud of what I do, and I enjoy doing it. I definitely feel more appreciated here at IDG as well.

One on-the-job highlight for you so far?
Working on the testing of some mobile advertisements on our sites. I had been working on some mobile stuff before leaving my previous job and had mentioned to my current manager during the interview that I wanted to continue working with mobile. He has already taken that into account and given me some projects that are centered around mobile advertising.

Best part about working at IDG?
I feel like I can't say it enough, but the people that work here are definitely one of the best parts. I feel like everyone here is very down to earth and appreciative.

Peter Marston
Research Manager, Outsourcing Services
IDC
Joined IDC: January 2013

Marston

What attracted you to IDC?
What attracted me to IDC was the challenge of the role I would be undertaking as well as the company's reputation of being a top place to work.

Most unexpected discovery about working at IDC?
I'd say the depth and breadth of data that analysts have access to at IDC was more than I expected. Between survey data from consulting projects to buyer pulse database information and data that other analysts possess and share, we have so much information it can make our jobs both easier and harder at the same time.

Does anything stand out about IDC's corporate culture?
I've found that the culture here has been collaborative, open and team-oriented.

How do you describe your job to friends or family members?
I explain to them that my role of an analyst is similar to that of a reporter on a beat. In short, my role is to write research and provide insights that help businesses make smarter decisions.

What is the biggest difference you've encountered between working at IDC vs. a previous employer?
I'd say the biggest difference has been the amount of independence IDC analysts are given to forge their research trajectory as well as freedom to build their own brand. My role at IDC has been a bit more entrepreneurial than other firms I have worked.

One on-the-job highlight for you so far?
One highlight so far has been working on a multi-disciplined, cross-functional analyst team for a large market-sizing consulting project. On the project I gained exposure to in-depth insights from other analysts whose markets were highly connected to mine. The experience helped me gain a stronger understanding of how our markets were intertwined, and offered me some added perspectives for how I analyze and view my markets.

Best part about working at IDC?
Every day you're challenged. If you enjoy exercising your brain, IDC is a great place to test yourself, develop new ways of thinking and approaching ideas, and work with diverse sets of people who have common goals of generating quality work products.

continued on page 6

continued from page 5

Fresh perspective

Jonathan Lang
Analyst Account Manager
IDC
Joined IDC: June 2013

Lang

What attracted you to IDC?
The size and global nature of IDC certainly attracted me to it. The technology industry provides endless opportunities to learn. I think every grand innovation starts with a good advisor and proper context. It's exciting to consider the influence IDC has in shaping the world we live in.

Most unexpected discovery about working at IDC?
The atmosphere is as fun as it is productive; sharing ideas and opinions is encouraged.

Does anything stand out about IDC's corporate culture?
The helpful and friendly nature of the employees here has really aided in a smooth transition for me. It's great to work with people who are so eager to help.

How do you describe your job to friends or family members?
Dynamic, interesting and fun.

Biggest difference you've encountered between working at IDC vs. a previous employer?
The environment lends itself to collaboration and the average intelligence level is high.

Best part about working at IDC?
The benefits and culture are fantastic! The Wellness fair taught me a lot about the outstanding perks that IDC has to offer. I really appreciate the practice of keeping the employees informed with regular updates on the health of the business and its direction moving forward.

Candice Caldera
Account Executive
IDG TechNetwork
Joined IDG: August 2013

Caldera

What attracted you to IDG?
I was first drawn to IDG because of its admirable brands and the vast technology audience it reaches. The TechNetwork just seemed like a fun place to work.

Most unexpected discovery about working at IDG?
It was a pleasant surprise that my desk moves up and down!

Does anything stand out about IDG's corporate culture?
The strong sense of teamwork is so refreshing. We really are one team working for a common goal. Everyone I have worked with has been very helpful.

How do you describe your job to friends or family members?
As an exciting place to be! It is a tough job where I am required to work hard, but I am rewarded by learning something new every day and working at a great company with great people.

What is the biggest difference you've encountered between working at IDG vs. a previous employer?
The feeling that my colleagues and superiors genuinely want me to succeed and do well. People have taken the time to teach me things and just ask how I am doing.

One on-the-job highlight for you so far?
Gorgeous views of the San Francisco Bay from my desk.

Best part about working at IDG?
The people I have the chance to work with, learn from and get to know.

Mike Rodriguez
Sales Operations Coordinator
CIO Executive Council
Joined IDG: July 2013

Rodriguez

What attracted you to IDG?
I was referred by a friend and current IDG employee who absolutely loves her job! After hearing her talk about the culture, benefits and of course the ice cream socials I knew IDG would be a great fit for me.

Most unexpected discovery about working at IDG?
The way the setup of the Council was explained to me I thought that each department would be focused specifically on their own projects and tasks, but as time went on I came to realize it really is a team effort and everyone is so willing to help no matter how miniscule and far-off you think your problem is.

Does anything stand out about IDG's corporate culture?
Definitely the laidback atmosphere. I love the working with a group of people that are around my age.

What is the biggest difference you've encountered between working at IDG vs. a previous employer?
The satisfaction I get from doing a good job, because I can immediately see how my hard work has helped other members of my team and ultimately the company as a whole.

One on-the-job highlight for you so far?
If the company softball team counts as being on the job I'd say my walk-off homerun in my IDG Spiders debut!

Best part about working at IDG?
The best part about working at IDG is interacting with my co-workers. I couldn't have asked for a better team to join right out of school. ■

noteworthypeople

New employees

Shetty

Anulekha Shetty is **IDC MEA**'s new marketing manager, a title she also held at her previous employer Sybase Products Middle East. She earned an M.A. in commerce from India's Mumbai University and an executive MBA from the U.K.'s Cass Business School. Away from the office she enjoys travel, rafting and record collecting. ashetty@idc.com

Lee

New at **IDC Singapore** is Research Manager **Jessie Lee**, responsible for Document Solutions and Managed Print Services research. She was previously a solutions specialist with Microsoft. A graduate of Korea's Pusan National University, she holds a master's in engineering and enjoys music, exercise and social networking. jessielee@idc.com

Li

IDC Australia has hired **Bonnie Li** as an associate market analyst with the Services team. She has a background in civil engineering structural design and financial analysis and has also worked as a business/research analyst. She holds two bachelor degrees from the University of Sydney, one in commerce, specializing in finance and another in civil engineering. In her free time she enjoys playing poker, camping and hiking. bli@idc.com

Reddy

Bangalore-based **IDC India** has hired **Kavya Reddy** as an associate market analyst. Most recently an intern with ICICI Bank Bombay, she holds a post-graduate degree in business analytics from Praxis Business School in Kolkata. In her free time she enjoys reading novels and solving puzzles. kreddy@idc.com

New at **Computerworld**'s San Francisco sales office is Integrated Account Director **Mark Stevens**; he was previously a senior account executive at Dedicated Media. He holds a B.A. in economics and communications from the University of California/Davis and enjoys travel, snowboarding and wakeboarding. He recently received his paramedic's license. mark_stevens@computerworld.com

Thakkar

Previously with Blueocean Market Intelligence, **Karan Thakkar** joins **IDC India** as a senior market analyst. He earned an MBA with a concentration in marketing from Bangalore's Institute of Chartered Financial Analysts of India and enjoys outdoor sports and riding in his free time. kthakkar@idc.com

Chaturvedi

Also new at **IDC India**'s Bangalore office is Senior Market Analyst **Sachin Chaturvedi**. He also comes to IDC from Blueocean Market Intelligence where he worked on cloud and virtualization projects. A graduate of India's Amity Business School, he holds an MBA in marketing and finance. Away from his desk he enjoys playing cricket. schaturvedi@idc.com

Returning employees

Chan

IDC Malaysia's new research director, Consulting is **Katherine Chan**, who will be responsible for managing and leading all consulting and custom research projects in ASEAN spanning business development, project management, research analysis, project delivery and advisory work. She was previously a research manager with IDC Malaysia managing the IT Services tracker program. She then worked for British American Tobacco, Celcom and Citibank. She earned an M.S. in transportation and logistics from the Malaysia University of Science and Technology. Away from her desk she enjoys baking, singing and having coffee with friends. kchan@idc.com

Mayer

IDG WORLD UPDATE

Peter Mayer returns to **IDG Global Solutions** as manager, International Sales in IGS's San Francisco office; he was previously a sales associate with IGS in Framingham, Mass. Most recently sales account manager with CBS Interactive, he holds a B.A. in communications with a business minor from Stonehill College in Easton, Mass. In his free time he enjoys surfing, basketball and following the San Francisco 49ers. peter_mayer@idg.com

Gantrish

PETER SHORT

New at **IDC**'s Government Insights group is Senior Account Executive **Kurt Gantrish**, a title he also held at his previous employer Norseman Defense Technologies. He graduated from Columbia University with a B.A. in German-language and literature. His hobbies include backpacking, cross-country skiing and coaching soccer. kgantrish@idc.com

Information for the Noteworthy page may be sent to world_update@idg.com.

Writing Workshop: Trouble With Questions

*IDG Consumer & SMB Senior Copy Editor **Steven Gray** writes the Writing Workshop blog on IDG Central. Here's a sample from his recent series, Trouble With Questions.*

You might not expect the simple act of posing a question in an article to cause problems, but a number of things can go wrong structurally and logically.

Example: What will be left standing in a couple of years when the hype wears off is the question.

The Chicago Manual of Style, 15th Edition, addresses this style issue at 6.71, as follows: "A question mark is used within a sentence at the end of a direct question." Chicago gives as one example of this rule in action, "The question, how can the two be reconciled? was on everyone's mind." Today's example involves a similar situation, and the easiest fix is to follow Chicago's advice.

Better: What will be left standing in a couple of years when the hype wears off? is the question.

Alternatively, you could drop the Hamlet-like strategy of explicitly identifying the question as "the question," and simply ask it.

Better still: But what will be left standing in a couple of years when the hype wears off?

Other topics in the Writing Workshop series include Botched Proverbs, Vanishing Variants, Wrong Verb, Caps Needed and Unjustified Capitalization and many more.

continued from page 3

One on One

our 20,000 C-level contacts that we have registered in the past in our database. The many inquiries that we received concerning this title and further requests for a similar CMO-oriented product proves that there is a clear client desire to target non-IT executives as they have increasing influence on IT purchases.

Q What sort of progress are you making in the transition to a digital-first business?

A We continue to grow our lead generation activities and they will remain our major priority for the interactive business. Beside traditional white papers we use our video products like live webinars and video on demand (VOD) programs to generate high-quality leads. We have started to use more research products for lead generation and we would like to add research as an element of our marketing services offering.

We have exchanged simple CPM deals for more sophisticated and valuable interactive products that combine video, microsites, social media, research and mobile components. We are also working on our native advertising products as well as programmatic strategies — both not yet well known in Poland. But as in many cases, our online activities just support and follow the events, I would consider IDG Poland rather an event-first company.

Q What keeps you up at night?

A Definitely it's the unstable political situation that may destroy the first signs of economic recovery. But that is outside our influence. The other issue that really keeps me awake at night is a new business model for consumer business that seems to be the only long-term viable strategy for that market. We have tested so many new concepts including e-commerce, e-learning, VOD and download-based business, but nothing has showed really remarkable potential. So I still spend much of my free time looking for ideas and inspirations.

Q IDG Poland has recently moved into a new office. What can you tell us about it?

A Moving to our new office was an important factor in our business transformation. First, it helped us reduce costs by over 60% compared to the previous location. Second, it brought us closer to our clients; we are currently neighbors with IBM and Ricoh, and we are located within a 15-minute drive to HP, Microsoft, T-Mobile, Orange, Fujitsu and Oracle as well as the Warsaw airport and most of our events venues. It helps a lot to foster very important face-to-face contacts. And last but not least, we are all working close together in a big open space that encourages the exchange of ideas, cooperation on projects and lets us be more focused on shared goals. You can visit us via Google Inside Tour or just watch our video, which was produced in our new TV studio. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Cheryl Crivello *IDG Communications*

28
Mary Gibbons *IDC*

15
Jenny Maurin *IDG Sweden*
Stephen Clifford *IDC*

14
Carola Eckert-Zug *IDG Germany*
Chris Sullivan *IDC Canada*
Thomas Mainelli *IDC*
Wesley Dotts *IDC*

13
Wayne Humphrey *IDG Global Solutions*
Ray Hoskins *IDC U.K.*
Lawrence Surtees *IDC Canada*
Gary Nagle *IDC*

12
Patrik Enell *IDG Sweden*

11
Simone van der Kooij *IDC U.K.*

10
Rasmus Andsbjerg *IDC Nordic*

7
Rene Schoemaker *IDG Netherlands*
Mary Conroy *IDC*
William Davis *IDC*

6
Matthew Oostveen *IDC Australia*

5
Kristi Nelson *InfoWorld*

4
David Best *CXO Media*
Michael DeHart *IDC*

3
Hamish Barwick *IDG Australia*
Daniel-Zoe Jimenez *IDC Singapore*
Hui Long Ooi *IDC Singapore*

2
Caroline Askheim *IDG Sweden*
Kerry Davis *IDG Consumer & SMB*
Jessica Selchan *CXO Media*
Brendan McGowan *CXO Media*
Rose Catanzariti *IDG Australia*
Enrique Phun *IDC Peru*
Lauren Yanuskiewicz *IDC*
Vidhika Sehgal *IDC Singapore*
Eureka Bharali *IDC Center for Consultancy & Research*
Jingwen Li *IDC*

1
Michael Hagopian *CXO Media*
Lauren Gill *CXO Media*
Ayesha Salim *IDG Connect Int'l*
Sanghun Park *IDG Korea*
James Sailor *IDC Singapore*

Dateline Berlin

IFA
Editorial Offices
Room/Raum 314
IFA Daily Reports
Room/Raum 315
IFA HEUTE
IDG News Service
PC-WELT.tv

*(From left): IDG News Service Senior Correspondent **Martyn Williams**, London Correspondent **Mikael Ricknäs** and Multimedia Correspondent and Video Content Manager **Nick Barber** take a break outside the team's offices at the IFA consumer electronics show in Berlin earlier this month. Over the six days of coverage IDG News Service staff produced 30 articles, 200 images and 25 video reports for use by IDG customers worldwide. They are all available at www.idgns.com.*

celebrating30

Kim Pennett

Production Manager Computerworld

Joined IDG
I started on Feb. 4, 1980, as a typesetter.

What did a typesetter do in 1980?
It was basically typing all day. I wasn't actually timed, but my then-boss told me on a good day my typing speed probably varied between 80 and 100 words a minute. I input articles for Computerworld on a Quadex machine. We used 10-inch floppy disks to input the articles, which would then need to go into the typesetter drive and be downloaded to a typesetter. From there we would run it through a processor. At that point it would go to the paste-up department where they would cut and paste it onto the page boards. From the Quadex system we moved to an Atex system, which was code intensive, and from there we went to desktop publishing.

How has the job changed?
The job evolved with the advent of PCs and Macs. We were able to plot charts, add color and eventually paginate everything onto one page. Before this, we were pretty much black-and-white only.

Have you spent your whole career at IDG?
I left for a short time at the end of 2000 to work at Fidelity Investments in their internal ad agency. I was very happy to be rehired in 2004.

Current responsibilities
My responsibilities include creating the layouts for each issue along with processing the ROP [run of press] ads. I also make sure competitive separations are met between advertisers. (Some advertisers give us specific instructions regarding how many pages must separate their ads from those of their competitors.) I approve ads via the printer's website. I also back up the person who handles the IT Careers section of the magazine. I test and send online newsletters. And several months ago, I also started working part-time in the Finance group helping out with ITWorld online billing.

Career highlights
Learning to use the Mac and different software. Being able to fully paginate pages, using color and transmitting files.

JOE MOLA

***Kim Pennett** with the custom-made cake honoring her 30 years of service to the company. In addition, she received a gift from Tiffany and a cash gift.*

What do you enjoy most about your job?
The people and the flexibility. I really like the fact that IDG encourages us all to continue to learn new things as the industry changes. My job has continually evolved over the years.

Biggest changes you've observed at IDG during your tenure?
Two that come to mind would be the advent of PCs and Macs and the Internet.

What do you do when you're not working?
Gardening, reading and spending time with family.

Manager's profile
"I have had the pleasure of working with Kim for the past 27 years. She has been dedicated to the Computerworld brand for 30 years, a truly amazing accomplishment. Kim is dedicated, enthusiastic and always willing to jump in and help with any project that comes up. Kim is well respected throughout IDG Enterprise, and I feel privileged to work with her each day."

— Chris Cuoco, VP, production

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Chris Cuoco *IDG Enterprise*
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Piotr Wtulich *IDG Poland*

...and all the recently hired employees who contributed to the Fresh Perspectives piece.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

9 SEPTEMBER 2013 | VOLUME 43, NUMBER 35 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

DEMO ASEAN debuts in Vietnam

Hưởng ứng năm
AN TOÀN GIAO THÔNG

More than 600 venture capitalists, investors, IT entrepreneurs and students came from across Southeast Asia to the three-day DEMO event.

SEE MORE ON PAGE 4

Also inside

On the Job: New feature goes behind the scenes with today's media, research and event professionals

One on one: IDG Netherlands Managing Director Robert van Loon

Two IDG journalists, several IDG brands recognized in Top Tech Communicators list.

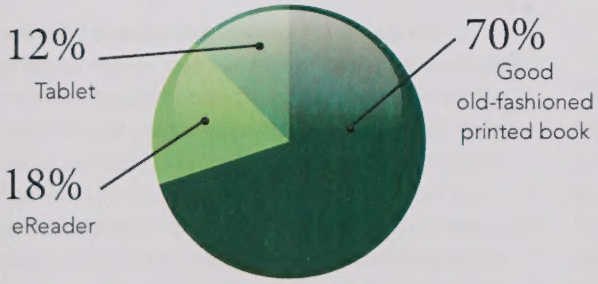
SEE MORE ON PAGE 6

Unsung hero: Krisztián Váraljai from Project/029 in Hungary is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

When it comes to reading books, what's your preferred format?



Log on to www.idgcentral.com to vote on this week's question:

What do you think of the new Samsung Galaxy Gear smartwatch?

CLICK HERE

Last call for entries for Employee Photo Calendar Contest

2014
CALENDAR
CONTEST

This is the last week to sort through your best photos and submit one — or two — for IDG's 30th Annual Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — for the top three vote-getters — $300, $200 and $150 in prize money.

Complete rules are on IDG Central, but here are the basics:

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Each entry should have your name, business unit, telephone and e-mail address and a title for the photo in the body of the e-mail.
- Send photos (and any questions) to world_update@idg.com.
- Entries must be received by Sept. 13, 2013.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central. Online voting will take place during the weeks of Sept. 23 and Sept. 30.

Job spotlight

On the job: Lead Front-End Developer

The past few years have seen huge changes in the media space. These changes have resulted in the creation of new jobs with unfamiliar-sounding titles and the retooling of old jobs to incorporate new skills and ways of doing business. This week, IDG World Update launches an occasional series designed to provide insight into what our colleagues are up to. If you think your job could use some explaining, please contact the editors at world_update@idg.com.

Name

Valerie D'Aquila

Title

Lead front-end developer, IDG Enterprise's Digital Solutions Group

What a lead front-end developer does A front-end developer takes mockups and interaction directives from a web designer and brings them to life in a web browser. The code written by a front-end developer is used to display data coming from the back end — the infrastructure — that is hosted on the server for the web application. This includes any databases that store data on the front end of the application, i.e., in the browser.

A lead front-end developer has quite a few other responsibilities as well: establishing and enforcing development standards for all code created by the front-end development team, coaching and mentoring the other front-end developers, keeping up with emerging technologies and determining which are feasible to implement and working across different teams in the company to scope out front-end development efforts and identify possible implementation challenges early on for various projects.

The services I provide and who my customers are

It's my job to ensure that the entire front-end development team follows the best coding practices and delivers the best possible user experience (no layout bugs, all interactions work correctly, a quick load time) across all major web browsers to the end user, whether it's one of the public-facing sites or an internal custom-built content-management system. Our customers vary depending on the project — they can be internal (Editorial, Ad Operations, Account Services) or external (site visitors and advertisers).

Key skills required for my job

There's a strong technical component — front-end coding skills in HTML, CSS, and Javascript, a good understanding of general programming logic and practices, debugging and troubleshooting. In addition, good communication skills are necessary when working with different teams, and problem-solving skills are needed to come up with solutions for issues within a project.

My typical day

On a typical day, my time is spent coding for my current projects and participating in meetings for both in-discovery and in-flight projects. A lot of different individuals will consult with me on a regular basis as well — a web designer who wants to know "Is this even possible?" for a new template design, another front-end developer who needs a second set of eyes to look at a particularly sticky problem or a manager looking for a level of effort needed to fix a one-off issue. Every day is different!

Best part of my job

Being able to collaborate with a really great mix of people across IDG. Lately, we've been working with the IDG Consumer & SMB development team to build out a new content management system based on the one they've been using for their sites. We've all been learning from each other, which is great.

***Valerie D'Aquila** joined IDG Enterprise in 2007 as a Web producer. She left the company in November 2010, working as a freelancer and then as a senior front-end developer at Staples. She returned to IDGE in April 2013.*

Most challenging part of my job

Since I'm involved in multiple projects and am the technical lead for my team, I can get pulled in a few different directions at once. Sometimes I need to block off some time on my calendar to have a meeting with myself to focus on tasks before they fall behind.

Recent accomplishment

As I've only been in this role for just over four months after being away from IDG for almost three years, every success has been an accomplishment. I'm proud that I've been able to hit the ground running in this newly created role, all while remembering workflows from my previous life at IDGE and working on new projects that are like nothing we've ever done before.

What my colleagues would be surprised to learn about me

Actor Jason Alexander [George Costanza on *Seinfeld*] is my third cousin. Sadly, I've never met him. ■

OneonOne

Robert van Loon

IDG Netherlands

The managing director of IDG Netherlands is this week's columnist. Reach him at rvloon@idg.nl.

> "From a company perspective we want everybody to embrace digital. One of the ways we are going to achieve that is that no one is now working on print only. We have people who will focus exclusively on online and everyone else will work on print and digital. In two years' time we want everybody to be a digital native."

Q You joined IDG Netherlands in March of this year. What have been your key areas of focus so far?

A Understanding the business, people and clients' needs, controlling costs and instilling three credos:

- It is better to ask for forgiveness than permission.
- Without a short term, there is no long term.
- Act like it is your own company ("If it was your company, would you make the same decision?")

The shift toward digital (online, mobile and social) and the lack of economic growth in the Netherlands are giving us some nice challenges, but in the end it is about having the right people in the right place and being incentivized to do the right thing. And with regard to incentivizing, I don't mean only monetarily, it also includes empowering, stimulating and helping.

For B2B, where we grow our revenue, it means keeping the momentum and controlling costs. For consumer media it means making the shift toward online first and making some smart investments.

Q What are the trends you are seeing in both your B2B and consumer media businesses?

A We are seeing three trends in both B2B and consumer media in the Netherlands:

- A shift from news toward translating news into insights/solutions. An example would be that writing about Microsoft coming out with Windows 8.1 is not enough, but explaining what it could mean (in the short term) for our users is the minimum we need to do.

- Tech being an essential part of every organization/person. For most people in the Netherlands it is more important to have a good smartphone (and data subscription) than to have a car. You also see that all news media now have a special tech section.

- A growing demand for measurable results (what's in it for me?). Advertisers are demanding it (key for us is understanding what the measurable result is and how we can help achieve that) and also our users are demanding it (key here is how to translate the measurable result in paid-for content or functionality).

We are also seeing that a user, whether a consumer or an IT professional, is not thinking in terms of channels (print, online, mobile, etc.) but in terms of ease of use.

Our conclusion is that we are privileged to live and work in a really exciting time, knowing that past results are not a guarantee for good future results.

Q Your B2B Publishing Director Maringo Vlijter has been filling in at IDG U.K. for the past two months while their Publishing Director Marcus Wilkerson is on a medical leave. Have you seen any benefits accruing from this arrangement?

A Maringo returns to the Netherlands this week, so the real benefit will come in the next couple of months. But we have already learned a lot:

- When somebody is not physically in the office, you have to make a conscious effort to talk to that person. When people work together in the office, there are so many opportunities to catch up, both formally and informally, while you don't have that when somebody is working from home or abroad.
- It is better to go to market with a not-yet-finalized product and finalize it with the feedback from the market, instead of waiting and thinking everything through and then launching it.
- The similarities between the IDG businesses are far bigger than the differences.

Q IDG Netherlands is launching a new event this month. Can you give us a preview?

A The new event is a one-day B2B event and will be held on Sept. 19. It is targeted at all IT professionals, and the central theme is innovation in IT. The CIO Executive Council in the U.S. helped us find some of the keynote speakers, and the breakout sessions are organized separately for CIOs, IT managers and IT professionals. The program inspired Nike Europe to send their whole IT team. Look at www.ITinnovationday.nl for more information.

Q What are you doing in the area of digital magazines/apps?

A We have several news apps that are doing okay, but in September we will launch digital magazines (initially only Android and iOS) for all our consumer subscription titles. We experimented in the last couple of years with Zinio and some comparable local players, but research made it clear to us that subscribers to our magazines are expecting:

- A digital magazine (app) in addition to (or instead of) the print magazine.
- A digital archive for (print) articles.

The archive we will launch later this year, and both will help us to move our subscribers to digital. After talking to [IDG Consumer & SMB SVP, Digital

continued on page 7

IDG Enterprise's DEMO conference debuts in Vietnam

(L-R): U.S. State Department Special Representative for Global Partnership Andrew O'Brien, IDG Ventures Vietnam Managing General Partner **Henry Nguyen**, DFJ VinaCapital Managing Director Than Trong Phuc, IDG ASEAN CEO **Tam Le,** IDG Enterprise SVP and DEMO General Manager **Neal Silverman**.

IDG Enterprise's DEMO event continued its global expansion last month with the first DEMO ASEAN in Ho Chi Minh City, Vietnam. The new-product launch conference, which has seen the debuts of Adobe Acrobat, Netscape Navigator and Salesforce.com in its 22 years, is also held in the U.S., Brazil, China, India, Kenya and Russia, which serves the European market.

More than 600 venture capitalists, investors, IT entrepreneurs and students came from across Southeast Asia to the three-day DEMO event, as did 40 members of the press. In a slight tweak to the standard DEMO agenda, day one of DEMO ASEAN focused on venture capitalists sharing their perspectives on the new-product market, future technology trends and presenting case studies and tips for successful entrepreneurship. Day two, a Saturday, was devoted solely to the new-product demonstrations of the 34 companies chosen to present at the conference (six-minute product demonstrations with no PowerPoint slides allowed, as per DEMO tradition), as well as the 13 90-second Alpha Pitch presentations of Vietnamese university students' products. Day three allowed visitors more time to see the new products in the exhibition hall and talk with the companies' representatives.

DEMO ASEAN
THE LAUNCHPAD FOR EMERGING TECHNOLOGY AND TRENDS

"With this agenda we hoped the DEMO audience could easily arrange their schedule to join the sessions of their choice, given their limited time," said **Ahn Truong**, event director, IDG ASEAN. "The Saturday session saved attendees having to miss a work day, and many stayed until early evening on Saturday."

> "With this agenda we hoped the DEMO audience could easily arrange their schedule to join the sessions of their choice, given their limited time. The Saturday session saved attendees having to miss a work day, and many stayed until early evening on Saturday."
>
> *Ahn Truong, event director, IDG ASEAN*

Truong said DEMO ASEAN was held "100% in English. Since the audience came from not only Vietnam but many other countries, we chose English as the international language."

More than 50 companies from Vietnam, Singapore, Malaysia, Myanmar, Thailand, Indonesia, India and Cambodia applied to demonstrate their products in Vietnam. Truong chose the final 47 presenters based on quality of innovation and potential future value. After each presentation, a panel of industry experts, including IDGE SVP and General Manager of DEMO **Neal Silverman**, provided feedback to the presenters. The panel also chose the event's DEMO Tigers, an award

continued on page 5

continued from page 4

DEMO ASEAN

Hưởng ứng năm
AN TOÀN GIAO THÔNG

***Ngoc Pham**, event coordinator for DEMO ASEAN, back row, far right, poses with a group of student interns who assisted with last month's event.*

based on the products' potential market success and the quality of their presentation. The winners were the following:

- SmartBike (Vietnam) offered a pair of devices that can help prevent a motorbike theft and track the bike's location.
- 1Pay.vn (Vietnam) is a mobile payment platform on track to reach $15 million in transactions by the end of this year, according to its founder.
- Builk (Thailand) is a construction-industry platform that links companies, engineers and suppliers.
- Digital Tour Guide (Myanmar) combines mapping and data with Myanmar tourism.
- Osja Studio (Cambodia) introduced Asva The Monkey, a game for mobile platforms.

DEMO ASEAN
DEMO TOUR 2013

***Ahn Truong**, event director, IDG ASEAN and IDGE SVP and General Manager of DEMO **Neal Silverman**.*

DEMO ASEAN was co-organized by IDG Ventures Vietnam, which provided a panelist, General Managing Partner **Henry Nguyen**, for the first day's Venture Capital Vision session; IDG Ventures Vietnam VP **Truong Nguyen** was one of the judges for the new-product demonstrations. IDG Ventures also invited several of the companies in its portfolio to present during the case-study session.

The U.S. State Department was a DEMO ASEAN supporter and a backer of TIGERS@Mekong, a public-private alliance designed to deepen the startup community of young entrepreneurs in the Mekong region of Vietnam, Cambodia, Laos, Myanmar and Thailand.

"The State Department will cover the travel to the U.S. DEMO Fall 2013 for the DEMO Tigers," Silverman said, "and they will each get 90 seconds on stage to pitch their products along with the winners of the DEMOs in Africa, Brazil, Europe and China."

DEMO ASEAN 2014 will be held in July in Ho Chi Minh City; DEMO China Fall will be held Sept. 11-12 in Hangzhou; DEMO Africa returns to Nairobi, Kenya, Oct. 24-25; and DEMO Fall 2013 will be held Oct. 15-17 in Santa Clara, Calif.

For more information on DEMO ASEAN click here. For more information on DEMO events go to the main DEMO site or contact Neal Silverman. ■

noteworthypeople

Promotions

IDG Sweden Sales Manager for Key Accounts **Jenny Elmqvist** has been promoted to sales manager. "Jenny has been with IDG Sweden for 13 years in different key sales positions," said IDG Sweden CEO **Christer Björkin**. "She has a great track record and is a natural leader and salesperson. She has successfully led our Key Accounts team during the last three years, and we are proud to have her as our new sales manager." jenny.elmqvist@idg.se

IDC Hong Kong Market Analyst **Peggy Cheung** has been promoted to senior market analyst. "Peggy has been largely in charge of PC database, the longest running tracker in our organization," said IDC Asia/Pacific Research Manager **Handoko Andi**. "She has carried the baton by improving and expanding the complex tools while maintaining the quality of the client deliverables. Peggy's expertise in creating efficient processes will be crucial in guiding the PC team." pcheung@idc.com

IDC Korea Senior Market Analyst **Yong-Hyun Kim** is now research manager. "Yong-Hyun has made great efforts to add and maintain the customers in the difficult server market for the last five years," said IDC Korea Managing Director **You-Sook Hong**. "He provides timely, quality reports and has been involved in all aspects of infrastructure research and consulting projects as a key member of the local enterprise team." yhkim@idc.com

Chai

IDC Korea's Senior Marketing Executive **Ji-Sun Chai** has been promoted to conference producer. "For years, Ji-Sun has been successfully organizing and operating various events," Hong said. "She has also run profitable events and been instrumental in strengthening the event business in Korea. She also actively supports the marketing department to increase brand awareness and customer support." jschai@idc.com

Ravikant Sharma, IDC India research manager, Consulting has been promoted to senior research manager. "Ravikant has been a key member of the Consulting team. His dedication and hard work have been instrumental in clients showering praises on IDC India and helping us grow our business," said **Shalil Gupta**, director, IDC India Financial Insights and Consulting. "Ravikant has always gone the extra mile to make sure work is delivered on time, and his enthusiasm has only increased." rsharma@idc.com

New employees

Stokes

New with **IDC MEA**'s Financial Insights group in Dubai, UAE, is Research Manager **Michael Stokes**. He was previously a relationship manager, Fixed Income, MEA with Thomson Reuters, coordinating with regulatory authorities and exchanges. He earned a B.A. in international relations with a specialization in the Middle East from the U.K.'s Keele University. Outside the office he enjoys aviation and antique maps and cartography of Arabia, the Middle East and Southwest Asia. mstokes@idc.com

Popal

Also new at **IDC MEA** is Research Manager, Systems and Infrastructure Solutions **Nabila Popal**. Previously a senior consultant with CGI, she holds a B.S. in commerce from the University of Virginia's (UVA) McIntire School of Commerce with a concentration in marketing and management. President of the UVA Club of UAE, she also enjoys tennis, swimming and volunteering at the Al Noor Centre for Children with Special Needs. npopal@idc.com

Hatchimonji
JOE MOLA

Grant Hatchimonji joins **CSO Online** as a senior editor, coming from TechTarget's Brighthand where he was a site editor. A graduate of Boston College he holds a B.A. in English and communications. Away from the office he enjoys boxing, travel and video games. ghatchimonji@cxo.com

Transfers

Davis
IDG WORLD UPDATE

IDG News Service Online Video Producer/Multimedia **Kerry Davis** is now video producer with **IDG Consumer & SMB**. She received an M.A. in multimedia journalism from the University of Maryland. Away from the office she enjoys yoga, baking and hiking. kdavis@idgcsmb.com

Returning employees

Lynch

Previously director of the IDG Global Knowledge Exchange, **Julie Lynch** returns to IDG as **IDG Research Services**' motivation and engagement catalyst. She is responsible for bringing Research Services' new employee engagement survey to market as well as overseeing product and business development. She continues to run Uncommon Consulting as a speaker, writer and consultant on motivation and management practices and recently founded the Center for Meaningful Work where individuals can learn ways to get and stay motivated. Julie earned a B.A. in interpersonal communication from the University of Massachusetts/Amherst and an M.S. in management from Lesley University in Cambridge, Mass. julie_lynch@idgresearch.com

IDG represented in PRSourceCode awards

PRSourceCode's Top Tech Communicators Awards recognized several IDG journalists and brands last month following a survey of 68 tech journalists and 114 tech PR professionals.

Messmer

In the Top Tech Journalists category, Network World Senior Editor **Ellen Messmer** received the most mentions, and IDG News Service U.S. Correspondent **Chris Kanaracus** was tied for fifth place with seven other journalists from CNET, Wall Street Journal, GigaOM, AllThingsD and the New York Times.

Kanaracus

The Top Tech Publications category included CIO (third place) and Computerworld and Network World (tied for fourth). IDG as a general brand was included in the Top Tech Online Publications category.

The survey also ranked other tech news outlets as well as corporate and agency PR organizations. The research also provides insight into best practices for improving the journalist-PR relationship.

PRSourceCode provides information on tech editorial, speaking and award opportunities for clients of tech PR professionals.

Click here to view all the winners or download the survey results.

continued from page 3

One on one

Products] **Ulla McGee** we decided to make both the digital magazine and the archive an integral part of the subscription and not charge separately.

In 2014 we will test digital-only subscriptions and based on the results we will be more aggressive with a digital-only offering in 2015. Pricing will be one of the components that need careful testing.

Part of this is also the re-launch last week of our number one consumer brand: www.computertotaal.nl. The domain we are claiming is: the answer to all your tech questions. One of the reasons we can claim that is that we developed an easy-to-use question-and-answer module that all our users can use without registering. We've arranged for nine long-term subscribers who are already pretty active online to help us answer the questions. Based on what people are searching for with Google we will fill out some of the questions and answers to make sure we stay relevant.

Q What can you tell us about the upcoming launch of CXO online?

A In B2B we moved to a so-called Family of Brands approach, making it easy for users to switch between Webwereld, ComputerWorld and www.CIO.nl. The next step will be the launch of CxO in September, as we see that more and more IT decisions are influenced or even initiated and decided by marketing, sales or HR professionals. This is part of the growing trend of tech being/becoming an essential part of every organization. We are also talking to publishers who are catering exclusively to these professionals to see if we can find a way of working together.

Q What are your key priorities for the new fiscal year?

A My top priority is not launching everything in September, but more spread out over the year! On a more serious note, our key priority is going back to making a profit while transforming to a digital/online business. We have already saved a lot of money in the last couple of months, but that is something we have to do continuously, while at the same time transforming the business and being out in the market meeting clients.

From a revenue perspective, we will focus on developing events, automated trading and digital user revenue. For all three areas we have developed plans that are ready to roll out. We would like to meet once a month with people from other IDG countries who are focusing on one or all three areas to share experiences and make sure we don't make the same mistake twice.

From a company perspective we want everybody to embrace digital. One of the ways we are going to achieve that is that no one is now working on print only. We have people who will focus exclusively on online, and everyone else will work on print and digital. In two years' time we want everybody to be a digital native. In addition, I'm telling everybody that if they are not tweeting, blogging and so on at this moment, they have to ask themselves why they are working here.

Q What keeps you up at night?

A I love listening to science and technology podcasts, and the only time I can find time is lying in bed (after my wife and kids are asleep) and listening to NPR: Dr Karl, Freakonomics, Life Hacker, The Life Scientist, Nature, etc. I'm always amazed by all the new developments and inventions; humankind is so ingenious.

Q How do you spend your time outside of working hours?

A I truly enjoy sports, playing them, watching them and reading about them — and it doesn't matter what kind of sports. I love basketball, because it is fast and exciting. I'm impressed by top swimmers, because I know how difficult it is to swim fast. Football (some would say soccer) is best watched on television in a pub on Sunday afternoon. But track and field, especially steeplechase, is my favorite. When I was young, I used to be not too bad at it and still hold a track record (set in 1982) in the place where I grew up (mainly because everybody hates this discipline). ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
John Gallant *IDG Enterprise*

26
Gary Beach *IDG Enterprise*

24
Tina Oelschlager *IDG Germany*
Debbie Bernardi *IDC*

23
George Bulat *IDC Canada*

22
Bill Bernardi *IDC*

20
Rob Novorolsky *IT World Canada*

18
Aldona Rekawek *IDG Poland*

17
Peter Holmgren *IDG Sweden*
Steve Phillips *IDC*

16
Betty Amaro-White *IDG Enterprise*
Terri Haas *IDG Enterprise*
Nancy Weil *IDG News Service*

14
Frank Maier *IDG Germany*
Michelle O'Mahoney *IDC*

13
Timothy Johnson *IDG Enterprise*

9
Athen O'Shea *InfoWorld*
Peter Babb *InfoWorld*

8
Jessica Ross *IDG Australia*
Marie Brewis *IDG U.K.*
Andrew Kwon *IDC Korea*
Sumit Madan *IDC Center for Consultancy & Research/India*

7
Eddy Kim *IDG Korea*
Janice Tong *IDG Australia*
Caroline Buckwell *IDG Australia*
Natalie Wan *IDC Hong Kong*
Kelly Cho *IDC Korea*

6
Matt Panchalingham *IT World Canada*
Schumager Bacaroglo *IDC Brazil*
Stephan Hoppe *IDG Germany*
Kevin Restivo *IDC Canada*
Paul Moretti *IDG Consumer & SMB*

5
Ella Hwang *IDG Korea*
Christopher Brown *IDG U.K.*
Anderson Figueiredo *IDC Brazil*
Susan Madaio *IDC*
Vern Harn Hue *IDC Australia*
Boobalakrishnan Chandramohan *IDC Center for Consultancy & Research/India*
Keith Linden *IDG TechNetwork*

4
Tu Dang *IDC Vietnam*

3
Gwennie Bonimbie *IDG Netherlands*
Leanne Rabitor *IDG World Expo*
Matt McKinnon *IDG Connect*
Serenity Caldwell *IDG Consumer & SMB*

2
Jan Horsager *IDC Nordic/Denmark*
Lara Thei Souza Namba *IDC Brazil*
Micael Wilin *IDG Sweden*
James Sherman *IDG Enterprise*
Andy Fargnoli *IDG TechNetwork*
Albert Filice *IDG Consumer & SMB*

1
Shirley Tsai *IDC Taiwan*
Debra Osswald *IDC*
Chris Asher *IDG Global Solutions*

unsunghero

Krisztián Váraljai

Editor-in-chief

PC World Online, Hungary

***Márton Virágh**, managing director of IDG's Hungarian licensee Project/029, named **Krisztián Váraljai**, editor-in-chief of PC World Online, his team's Unsung Hero. "Krisztián was the main creative force behind the site's recent redesign and put enormous effort into it. He's able to think out of the box and is up to date with the trends but isn't rushing headlong into unknown territory. Also, based on the time stamps on his emails, he literally never sleeps, which is definitely a valuable asset to the company (and a medical miracle)."*

Home
Budapest, Hungary

Career path
Since I'm a hardcore gamer I started at GameStar [in 2011] but thanks to my other passions and my university studies after only two months I became the hardware editor of PC World and GameStar. Since February 2013 I've been the editor-in-chief of PC World Online.

Primary job responsibilities
Next to the usual daily responsibilities of an editor-in-chief I work hard to make our online portfolio even stronger by developing new features and new advertising possibilities.

Three things I do in a day's work

- Meet with our developers to discuss details of their work in progress.
- Plan new feature articles and coordinate journalists for them.
- Meet with our partners to continue our good relationship with everyone.

What I love most about my job
I have the freedom and trust to create new things or change known, working mechanisms to make an even better product.

A hot-button issue you're dealing with
After five months, we just finished the development of the new PC World Online, which has not just been redesigned but is a whole new site in terms of structure, technology, approach and even topics, including culture, life styles, community and science.

TIBOR HARASZI

*PC World Online Editor-in-chief **Krisztián Váraljai** lent his creative talents to the site's redesign earlier this year.*

Latest accomplishment
With the new PC World Online we created a site that is unique in our market. Our goal was for readers to easily reach every article on every page. With just one click on the News button a dropdown menu will show you everything. You can browse videos, news, feature articles and reviews. The UI is so friendly that everything is obvious. The site launched in August, and we already can see a huge impact. It was a risky decision but the best possible one.

What I'm doing to be a better employee
I listen to people's opinions, no matter if they work for me or I work for them.

Interests outside the office
I still play video games but not as much and not as professionally as I used to. Since I'm a huge fan of aviation I spend a lot of time at the airport taking photos.

What others can't tell just by looking at me
My age! I think because of my position people think I am much older than I am. I really enjoy this situation so I let everyone believe what they would like to.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Márton Virágh *Project/029*

IDG World Update
EMPLOYEE NEWS AND INFORMATION

2 SEPTEMBER 2013 | VOLUME 43, NUMBER 34 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NOTEWORTHY - page 5 | ANNIVERSARIES - page 6 | UNSUNG HERO - page 7

CIO East Africa brings CIO 100 symposium, awards to Rwanda

The three-day event, which drew 250 CIOs and other C-level executives, is designed to celebrate organizations that put IT to work in innovative ways.

SEE MORE ON PAGE 2

Also in this issue

One on one: IDG U.K. Publishing Director Simon Jary

IDC Research Reader app debuts for iPad users

Unsung hero: Arne Arnold, PC Welt

Colleagues held a gathering for outgoing IDG Communications CEO Bob Carrigan at IDG headquarters.

SEE MORE ON PAGE 5

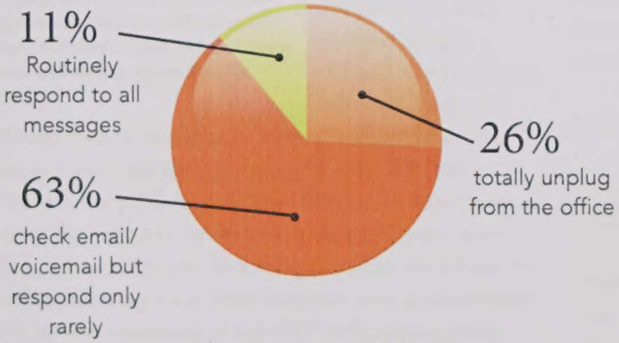
2013
Employee Calendar
IDG

Submit your photos for the IDG Employee Photo Calendar Contest by Sept. 13!

SEE RULES ON IDG CENTRAL

Question of the week results

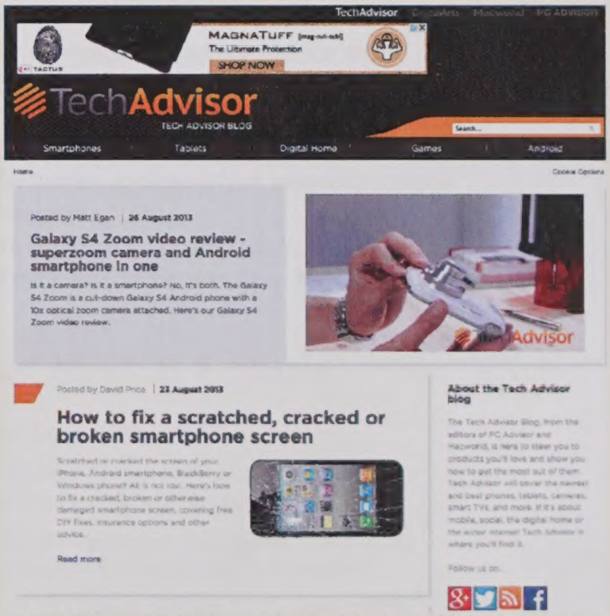
While on vacation, do you...



Log on to www.idgcentral.com to vote on this week's question:

When it comes to reading books, what's your preferred format?

CLICK HERE



Posted by Matt Egan | 26 August 2013

Galaxy S4 Zoom video review - superzoom camera and Android smartphone in one

Is it a camera? Is it a smartphone? No, it's both. The Galaxy S4 Zoom is a cut-down Galaxy S4 Android phone with a 10x optical zoom camera attached. Here's our Galaxy S4 Zoom video review.

Posted by David Price | 23 August 2013

How to fix a scratched, cracked or broken smartphone screen

Scratched or cracked the screen of your iPhone, Android smartphone, BlackBerry or Windows phone? All is not lost. Here's how to fix a cracked, broken or otherwise damaged smartphone screen, covering free DIY fixes, insurance options and other advice.

Read more

About the Tech Advisor blog

The Tech Advisor Blog, from the editors of PC Advisor and Macworld, is here to steer you to products you'll love and show you how to get the most out of them. Tech Advisor will cover the newest and best phones, tablets, cameras, smart TVs, and more. If it's about mobile, social, the digital home or the wider internet Tech Advisor is where you'll find it.

Follow us on...

IDG U.K.'s new TechAdvisor blog builds on established reputation of PC Advisor while disassociating from the "ancient" PC affiliation, explains IDG U.K. Publishing Director Simon Jary. See page 3.

CIO East Africa brings conference, awards program to Rwanda

CIO East Africa, based in Nairobi, Kenya, took its show on the road recently, holding its third annual CIO 100 Symposium and Awards in Kigali, Rwanda, in July.

"The Rwandan government, its Ministry of Youth and ICT and the Rwanda Development Board were interested in co-hosting the event," said CIO East Africa Editor **Ruth Kang'ong'oi**. "Since it was our plan to take the awards across the East African countries that we cover, his was the perfect opportunity." The brand's readers are from Uganda, Tanzania, Rwanda and Kenya.

The three-day event, which drew 250 CIOs and C-evel executives, is designed to celebrate organizations hat use IT in innovative ways to deliver business value, whether by creating competitive advantage, optimizing business processes, enabling growth or improving customer relationships. Attendees paid US$315 for the ymposium and awards gala.

ND AWAR
pre-laun
Part
PSF
ESD

***Rosemary Mbabazi**, Permanent Secretary, Rwandan Ministry of Youth and ICT, opened the third CIO100 Annual Symposium and Awards in Kigali, Rwanda.*

The symposium's agenda was created by CIO East Africa Director **Harry Hare**. Keynote speakers included Philbert Nsenzigimana, Rwanda minister for Youth and ICT; Patrick Nyirishema, Rwanda Development Board head of ICT; and Gilbert Saggia, Oracle Kenya country director. Sponsors ncluded Oracle, the African eDevelopment Resource Centre, Kenya Airways, Compulynx and COSEKE.

More than 350 East African companies submitted entries. Projects had to demonstrate excellence in technology innovation and delivering business value backed up by supporting data. Each proposal was reviewed and rated by two members of the CIO 100 judging panel. The panel included Hare, Voala Digital CEO David Ndugu, Kenya School of Law former CIO Alex Watila and PCW Kenya Information Security Manager Edwin Moindi.) CIO East Africa editors then chose the 100 award-winning projects.

A CIO Leadership Award is also given to individuals who have positively affected the growth of the local IT market or improved services, efficiency and productivity. This year's award went to Anaclet Kalibata, directorate general of Rwanda's Immigration and Emigration Department.

CIO100
Innovation for Business Value

*(L-R): Members of the CIO East Africa staff who worked on the CIO 100 event included Technical Staff Writer **Peter Nalika**, **Rachael Kanyolo**, CIO East Africa Director **Harry Hare**, Sarah Khan, Ruth Wangari, CIO East Africa Editor-in-chief **Ruth Kang'ong'oi**, **Stephanie Nyokabi**, Account Manager **Oscar Amuyunzu** and **William Majanja**.*

Kang'ong'oi said that although the CIO East Africa team was working "outside our Kenyan comfort zone," the event was a success and "we enjoyed the attention it got from the media." Some of the more popular sessions, she said, were on IT management trends, the state of the CIO, the role of a government-wide CIO, innovating for success and creating an innovation culture within the enterprise.

For more information contact Ruth Kang'ong'oi. Photos from the event can be seen here. ■

CIO East Africa at-a-glance

- Became an IDG licensee in 2007.
- Employs full-time correspondents and contributors in Kenya, Uganda, Rwanda and Tanzania.
- A series of industry surveys, such as the "State of the CIO," has proven to be very popular with readers.
- CIO East Africa's parent company is the local partner for DEMO Africa to be held Oct. 24-25 in Nairobi, Kenya.

OneonOne

Simon Jary

IDG U.K.

The publishing director of IDG U.K.'s Tech Media group is this week's columnist. Reach him at sj@idg.co.uk.

"IDG — the only media company with 'data' right in the middle of its name — can provide clients and agencies with more than mere demographics. We are generating real-time behavioral data about their target audiences."

Q Why did you choose to launch the TechAdvisor brand?

A It's no secret that consumer technology is moving away from the PC (be it Windows or Mac or, heaven forbid, Linux), and passionately embracing mobile devices such as tablets and smartphones. Even in the enterprise sphere, Bring Your Own Device (BYOD) is consumerizing the workplace with such products and services. As such, our brands' titles and heritage sometimes actively work against us with their parochial PC and Mac names.

While we have moved PC Advisor to focus on mobile devices and services, the brand is exposed to assumptions that it is still focusing on older and less current technology. The same goes for Macworld, however hip Apple thinks it is.

PC Advisor isn't losing audience — quite the contrary, it has tripled its traffic in the past year. The brand risk is not at the reader end, it's higher at the client level — especially with young agency account managers and product marketers who prefer brands less associated with the old world order.

We decided on the name TechAdvisor as it retains a link with the established PC Advisor ("The world's number one technology magazine website for the U.K. audience," according to Nielsen) but removes the ancient "PC" name. Should it be wackier and cooler? We don't think so.

As well as the blog, we are using the brand within relevant content on PC Advisor and linking on other existing brands, further connecting the new and the established. All of IDG U.K.'s consumer and SMB brands (PC Advisor, TechAdvisor, Macworld and Digital Arts) are now united under the name IDG Tech Media. Sales, marketing and editorial teams are all unified with editors serving as brand champions.

Q Why did you choose to launch TechAdvisor as a blog instead of the more traditional full-blown website launch?

A In February we visited our colleagues at IDG Consumer & SMB in San Francisco and discussed its launch of TechHive. Taking on board the invaluable advice we got from CSMB's hard-won experience we decided to follow its example by first launching a responsive blog to warm up both the brand for readers and clients and the URL for search engines. PC Advisor's main revenue streams are still largely traditional (printers, laptops, software), so we don't want to risk our bread and butter business for just the promise of a spicier sandwich. In time, we plan to increase the scope of the TechAdvisor brand with a fuller site. When the revenue is there we will be ready.

Q Can you describe the business and editorial benefits of "warming up a brand"?

A We need to get the TechAdvisor brand in front of advertisers, marketers and readers so we are running a multi-brand strategy of TechAdvisor on PC Advisor and Macworld, as well as the dedicated blog, branding relevant content on those sites with the new name and gathering data on that expanding audience.

We believe that there are great revenue opportunities in that audience. The content is regarded by many as "lifestyle" rather than technology per se. Traditionally, lifestyle has been sold on fairly rigid demographics. IDG — the only media company with 'data' right in the middle of its name — can provide clients and agencies with more than mere demographics. We are generating real-time behavioral data about their target audiences.

Q Is your intention to move some percentage of the PC Advisor audience to TechAdvisor or are you targeting a new audience?

A PC Advisor is effectively already TechAdvisor from a content point of view. Seventy percent of its traffic is from articles in categories that we would label non-traditional — smartphones, tablets, apps, entertainment and media devices and so on.

We are targeting a new audience that might not have welcomed PC Advisor as a destination but also introducing current readers to the new brand. Brands such as PC Advisor and Macworld have in the past catered mainly to enthusiasts, but practically everyone is a tech enthusiast nowadays — lifestyle as tech, rather than tech as a lifestyle.

While there are the fanboys who spend all their time on forums and other social media, most of the tech audience are mainstream consumers who read a review, buy a product and look for advice afterwards. This makes IDG brands a powerful play as a product sales partner. We asked our price-comparison partners — Reevoo and Amazon — to tally the total referred revenue we drive our audience to. Combining the referred revenue from

continued on page 6

IDC Research Reader app keeps clients in the know on the go

As part of IDC's strategy to make its research available on mobile devices, IDC released a free iPad app last month that makes it easy for IDC clients to find and consume the most recent research they subscribe to as well as personalize and browse multiple categories of content.

"Our goal for the IDC Research Reader was to provide a quick way for registered users of IDC.com to access content whenever they want to, even on the go," said **Bronwen Cleary**, director, Enterprise Solutions Planning, who was part of a collaborative team that developed the new product.

Content Sliders let users select relevant research.

According to Cleary, one of the most valuable features of the Research Reader is that it enables users to view multiple, personalized content streams using Content Sliders within the application. Clients who subscribe to a wide array of mobile-related research, for example, receive new research daily and may find it overwhelming to keep up. By using the Content Sliders, they can define what types of research are most relevant to them — such as mobile software and mobile security — and the slider will show the latest research on that specific topic in an iPad-optimized format.

Additional features allow users to:

- Download content and read it any time, without needing access to the Internet.
- Add bookmarks or notes to a section of a document to read at a later date.
- Automatically synchronize their iPad bookcase with their IDC.com bookcase for a seamless reading experience.
- Save time by using smart buttons that make it easy to view all charts and graphs within a document.

"Even though IDC.com is already optimized for tablets, we wanted to create a research app that provides flexible view options and robust browsing," said **Cindy Derby**, VP, IT Product Planning and Publishing. "Gartner has released an app but Forrester Research has not," she added.

Derby noted additional benefits the app brings to IDC, such as:

- Exposing clients to a broader set of research that they might not see on IDC.com.
- Positive branding and marketing.
- Additional exposure for the Tracker products (see sidebar), as it will feature similar data found in the IDC Tracker app.
- Helping IDC establish ongoing communication with current clients.
- Increasing readership of IDC content such as press releases and other free material.

IDC Worldwide Development Manager **Martin Kylberger** served as project leader and product champion and worked with a Czech company in Prague to create the IDC Research Reader, with IDC worldwide development team members including **Martin Svitek**, **Stepan Rezek** and **Lukas Karasek**. Bronwen Cleary worked on IDC.com product management and integration. Creative Director **Richard Vieira** and IDC Designer **Jiri Kolarik** worked on design, UI/UX and integration.

Visitors who use an iPad to access IDC.com will be directed to a microsite where they can learn more about the new app and download it from iTunes.

Click here to contact VP/Marketing and Lead Development **Jon Guloyan** for more details. ■

More apps from IDC

IDC Tracker Charts
Provides hundreds of data charts covering market size, vendor share and forecast data for dozens of information and communications technology markets worldwide. Each chart links back to a press release with additional market context and a product description of the respective Tracker. Click here for App Store link.

IDC Asia/Pacific Info On The Go
Enables CIOs, IT directors and other business executives to keep up with the latest ICT news and trends across the Asia/Pacific region. It provides analyst commentary, timely data and quantitative analysis to help clients validate market trends across a cross-section of industries, including financial services, government, healthcare, manufacturing and retail. Click here for App Store link.

noteworthypeople

Promotions

IDC Thailand Market Analyst **Jarit Sidhu** has been promoted to senior market analyst. "Jarit has been a standout performer in Thailand as he managed the full gamut of device trackers, while also participating in consulting and marketing initiatives," said IDG ASEAN General Manager **Jim Sailor**. "His consistent performance has drawn praise from our Thailand client base and has helped to increase both his and IDC's visibility in the market. He will continue to oversee the client devices trackers and will also mentor a new analyst." jsidhu@idc.com

Ha

IDC Vietnam Associate Market Analyst **Khuong Ha** has been promoted to market analyst. "Khuong has been a key member of the ASEAN Services team since joining in 2011," Sailor said. "His dedication and hard work have been instrumental in expanding our IT Services reach in Vietnam. Over the last two years he has developed and nurtured relationships with both the local and global vendors, allowing IDC to deliver key projects through his strong local insights. His can-do attitude pushes him to think out of the box and supports IDC's research growth in Vietnam." kha@idc.com

IDC Australia Market Analyst **Amy Cheah** is now a senior market analyst. "She has taken on many challenging assignments, coupled with high quality delivery on her trackers," said Country Manager **Gary Clarke**. "Amy continues to provide immense value to customers and her promotion is very much deserved." acheah@idc.com

At **IDC Malaysia**, **Yang Lin Lim** has been promoted from market analyst to senior market analyst. "Yang Lin has grown into a very strong analyst, leading the AP Thin Client tracker while also being a key member for the AP Monitor tracker, despite the close timeline between the two," said **Serine Hooi**, IDC Malaysia research manager. "She has been actively engaged in both internal and external communications, ranging from market sizing interviews to guidance reconciliation with vendors, as well as increasing collaboration within IDC country, regional and worldwide levels in striving for research quality improvement." yllim@idc.com

Lim

Also at **IDC Malaysia** Market Analyst **Aubrey Lim** has been promoted to senior market analyst. "She has been a tremendous asset to the team, with her coverage of the Singapore services market and performing the regional role for the ASEAN services deliverables," said Research Director **Linus Lai**. "She regularly leads calls with our clients, and as our clients, both old and new, are looking at the ASEAN market as a growth strategy, her insight into the Singapore market and her ASEAN focus will help IDC to achieve its own growth agenda." alim@idc.com

New employees

Fromen

Previously a VP, Consulting at GfK, **Allen Fromen** joins **IDC** Custom Solutions as VP and consulting partner, Buyer Behavior Practice. He holds an M.A. and Ph.D in industrial/organizational psychology from Illinois Institute of Technology in Chicago. He recently published a peer-reviewed journal article that garnered mentions in the Harvard Business Review and The Huffington Post. In 2012 he won a Great Mind award from the Advertising Research Foundation. Away from his desk, he is "father, chauffeur and coach to four kids." afromen@idc.com

John Sellazzo joins **IDG World Expo** as senior sales director and director of business development. He was previously VP, Sales with UBM, managing sales and business development efforts for telecom and mobile commerce events. He has a B.S. in business management from Bryant University in Smithfield, R.I. jsellazzo@idgworldexpo.com

Wang

Bo Wang joins **IDC China**'s Beijing office as a market analyst. He previously worked in computer-assisted telephone interviewing at various market research companies. He graduated from Beijing's Capital Normal University with a degree in information management and is currently taking a post-graduate course in statistics at Renmin University of China. bwang@idc.com

Jess East is **IDG TechNetwork**'s new Midwest account director. He was previously account executive at Dedicated Media and media supervisor at Starcom, responsible for driving revenue for digital, video, print, mobile, social and content marketing. He holds a B.S. in communications from Ohio University's Scripps College of Communication. In his free time he enjoys playing guitar. jess_east@idgtechnet.com

Crystal

Max Crystal joins **CSO**'s San Francisco sales office as an account executive, a title he held at his previous employer, Yelp. He studied environmental policy at Western Washington University in Bellingham and enjoys snowboarding, concerts and wine tasting. mcrystal@cxo.com

All business units are welcome to send information for the Noteworthy column to world_update@idg.com.

Of banjos and boardrooms

IDCWorldUpdate

*During a reception in Boston last week to thank outgoing IDG Communications CEO **Bob Carrigan** (left) for his years of service to the company, IDG Communications President **David Hill** (right) presented Carrigan with a mock cover of IDG World Update. The featured photo of Carrigan playing banjo at the 2012 Global Product Line Meeting accompanied an article that read, in part, "...his Next Big Thing will be in the music field. Carrigan will launch a tour ["Beyond Our Borders] in November as lead banjo in the new group "Bobby C. and the Deliverance Boys." Carrigan will be joining the IDG Board of Directors in the new fiscal year.*

continued from page 3

One on one

readers who have clicked on retailers' links on our websites we reach a total of £103,000,000 (US$155 million). Even we were staggered by this number! That's a powerful story to take to market.

Macworld used to be a niche audience — the original, and still the best, fanboys. Now everybody is talking about Apple — from mainstream papers and business press to daytime TV programs. While fanboys are more engaged with the brand, we're also meeting the informational needs of a mainstream audience that wants to figure out what to do with their tablet or smartphone once they've bought it.

In time, TechAdvisor is the natural base for such content. Macworld doesn't have exclusivity on iOS products; most iPad and iPhone users are Windows PC owners, after all. Maybe Macworld will focus on the Mac audience and PC Advisor on PCs. TechAdvisor needs to be ready to cover everything else.

Q How do you migrate audience from one brand to another?

A We don't need to migrate our readers from one brand to another. The audience goes where the search engines take them, and that means continuing to create the best, exclusive, independent, expert content for U.K. tech consumers online, in print and on social media. With relevant content branded "TechAdvisor powered by PC Advisor" we introduce the new brand to readers and immediately expand our potential audience to advertisers.

Q Does TechAdvisor need to be considered "cool" to be successful?

A It's scary for a company such as IDG that has a rich heritage of established, reliable brands to suddenly wake up in a cold sweat because we're not as cool as the new brands in our space. We don't have a funky name like Gizmodo or The Verge. We don't ride skateboards to work. And we know a significant proportion of our readership wears long trousers. We can't suddenly become cool and we shouldn't bother trying. Tech is now mainstream. Consumers like cool products but they don't need to be super-cool themselves. That said, we're not a buttoned-up business, either.

> "It's scary for a company such as IDG that has a rich heritage of established, reliable brands to suddenly wake up in a cold sweat because we're not as cool as the new brands in our space. We don't have a funky name like Gizmodo or The Verge. We don't ride skateboards to work. And we know a significant proportion of our readership wears long trousers."

TechAdvisor covers cool products, but it's realistic that the bulk of its audience isn't cool and that there isn't yet much cool client revenue out there. While we hire young writers close to the action, we haven't yet implemented an HR policy based on *Logan's Run*.

Not all tablet users are 15 to 30 in age. TechAdvisor data can be used to target all tablet-purchase intenders, not just a narrow band of on-message consumers dreamt up by marketing. Clients may think they know their target audience, but we can tell them exactly who the buyers really are — who's interested in buying right now — and serve them marketing messages and Buy Now links in real time. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Angele Boyd-Myers *IDC*

25
Hilary Smith *IDG*

24
Debra Bernardi *IDC*

21
Donna Moschella *IDG World Expo*
Alyson Morales *IDC*

20
Cheryl Talamini *IDG*
Urszula Imbirska *IDG Poland*

18
Glenn Mosesso *IDG*
Daniel Miller *IDG Consumer & SMB*

17
Matt Hamblen *Computerworld*
Jose Rodriguez *IDC*
James Walker *Macworld U.K.*

16
Jason Snell *IDG Consumer & SMB*
Johanna Ambrosia *Computerworld*
April Montgomery *IDG Communications*
Warren Childs *IDC*
Marianne Kolding *IDC U.K.*
Thomas Rau *IDG Germany*

15
Catarina Källström *IDG Sweden*

14
Bryan Ma *IDC Singapore*
Malgorzata Majer *IDG Poland*

13
Anthony Strattner *IDC*
Lianfeng Wu *IDC China*
Pernilla Strid *IDG Sweden*
Annie Weissenberger *IDG Germany*

12
Daniel Visarius *IDG Germany*

10
Fred O'Connor *IDG News Service*
Susan Skowronski *IDC*

9
Dan Muse *CXO Media*
Krista Napier *IDC Canada*
Carl-Johan Wollner *IDG Sweden*

8
Chris Kay *IDG*
Vito Mabrucco *IDC Canada*

7
Brian Glynn *CXO Media*
Brett Waldman *IDC*
Janice Young *IDC*
Teresa Tassone *IDC*
Harish Taori *IDC Singapore*
Diana Riofrio *IDC Peru*

6
Scott Harris *IDG Consumer & SMB*
Bob Diack *CXO Media*
Harish Nanjundappa *IDC Center for Consultancy & Research*
Alejandra Mendoza *IDC Mexico*
Cesar Longa *IDC Peru*

5
Sveta Surgay *IDG*
Kim Han *IDG Communications*
Mahantesh Patil *IDC India*

4
Alex Wawro *IDG Consumer & SMB*
Manuela Kubon *IDG Gemany*

3
Amy Dulak *IDG World Expo*
Marianna Whang *IDG Consumer & SBM*
Kate Kirkcaldy *CXO Media*
Rajani Singh *IDC*
Emil Söhr *IDC Sweden*
My Nguyen *IDG Vietnam*
Johanna Moreau *IDC France*

2
Jenelle Villani *IDG Communications*
Megha Saini *IDC*
Kathleen Schaub *IDC*
Renata Santos *Now! Digital Business*
Pang Yau Ting *IDC Malaysia*
Joseph Bucknor *IDG Global Solutions*
Rebecca Clewarth *Macworld U.K.*

1
Roman Slosr *IDG Czech Republic*
Lauren Campbell ***IDG TechNetwork***
Caitlin McGarry *IDG Consumer & SMB*
Samuel Melnick *IDC*
Shir Knani *IDC New Zealand*
Fiona Macrae *IDC U.K.*
Martin Oschmolz *IDG Switzerland*
Keiichi Tsunozu *IDC Japan*
Eiichi Shimoda *IDC Japan*
Fanny Andrianasolo *IDC France*

unsunghero

Arne Arnold

Editor

PC Welt
IDG Germany

***Christian Löbering**, vice editor-in-chief of PC Welt, named Editor **Arne Arnold** as his group's Unsung Hero. "Arne is our expert for security, one of our most important topics," he said. "But he is far more than that. He embodies everything modern tech journalism needs: profound expertise and an understanding of technology on a wide variety of topics; the creativity to push content and business forward; true competence in video, TV and radio; the enthusiasm to adopt technology early without losing a critical viewpoint; excellent writing skills and a high stress resistance. When you need it done, he gets it done."*

Home
Munich, Germany

Primary job responsibilities
Looking for hot new stories I can write for our customers.

Three things I do in a day's work

- Present new products or how-to-guides on pcwelt.tv, our video channel on pcwelt.de and youtube.com.
- Create ebooks for the Amazon Kindle. The ebooks are mostly based on topics we have already created for our website or magazine.
- Write or edit articles, mostly concerning security topics. This is particularly exciting at the moment because of the high emotional reaction in Germany to the revelations of U.S. NSA whistleblower Edward Snowden.

What I love most about my job
I'm always looking out for the technology interests of our customers — which means having a lot of fun with the newest smartphones, apps and cloud services.

A hot-button issue I'm dealing with on the job
Transferring content from a website to an ebook is surprisingly interesting because you end up with less content instead of more. You can't use all the videos and a lot of the pictures because of the low-resolution screens of most ebook readers. Nevertheless, our ebooks are successful. This showed us once again that you have to deliver content in a form that suits the device perfectly. Sometimes it has to be more (videos, pictures, links and databases), sometimes it has to be less.

*PC Welt Editor **Arne Arnold** joined IDG Germany in 2000.*

Latest accomplishment
Being on the radio for almost two hours at the very famous and highly respected radio station Deutschlandfunk, representing PC World Germany as an expert for mobile devices and apps.

What I'm doing to be a better employee
I love to use tech devices and services all day long. At work, I try to have an ongoing dialog with my colleagues about using technology to discover the new topics in IT.

Interests outside the office
I do a lot of mountaineering. And I'm trying to get better at rock climbing but still can't get higher than a UIAA Grade VII.

What others can't tell just by looking at me
I studied fencing with a foil as I was young. I might be able to swing a blade the right way today.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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CIO East Africa
Simon Jary *IDG U.K.*
Christian Löbering
IDG Germany

IDG World Update

EMPLOYEE NEWS AND INFORMATION

26 AUGUST 2013 | VOLUME 43, NUMBER 33 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | FEATURE - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

Top News

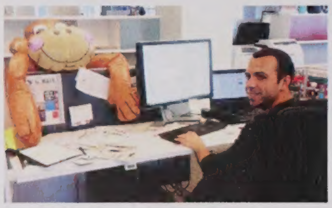
- IDG China brings National Geographic to Taiwan
- One on One: Abdulazzi Al-Helayyil, country manager at IDC Saudi Arabia
- IDG Sweden office treat proves to have a long tail
- Don't miss your chance to enter the IDG photo calendar contest

Gröna Lund
IDG

Popular IDG Sweden arcade event strengthens agency ties

IDG Sweden hosted the sixth annual edition of its hugely popular networking event for agency professionals at a local amusement park where 32 teams competed to win Best Media Company honors.

SEE MORE ON PAGE 2



What do a scalp massager, Bucky-balls and an inflatable monkey named Marty have in common?

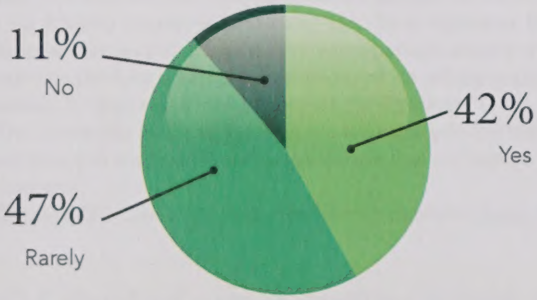
SEE MORE ON PAGE 6

Unsung Hero: Network World Assistant Community Manager Colin Neagle is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

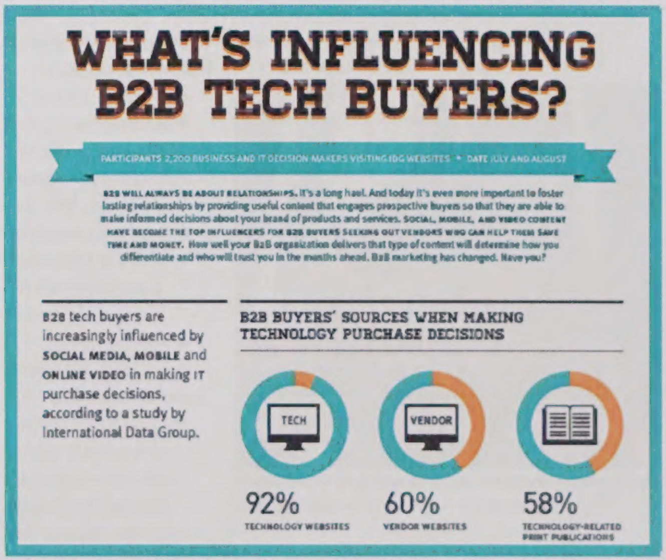
Do you still hand out business cards?



Log on to www.idgcentral.com to vote on this week's question:

How often do you check email/voicemail while on vacation?

CLICK HERE



WHAT'S INFLUENCING B2B TECH BUYERS?

PARTICIPANTS 2,200 BUSINESS AND IT DECISION MAKERS VISITING IDG WEBSITES • DATE JULY AND AUGUST

B2B WILL ALWAYS BE ABOUT RELATIONSHIPS. It's a long haul. And today it's even more important to foster lasting relationships by providing useful content that engages prospective buyers so that they are able to make informed decisions about your brand of products and services. **SOCIAL, MOBILE, AND VIDEO CONTENT HAVE BECOME THE TOP INFLUENCERS FOR B2B BUYERS SEEKING OUT VENDORS WHO CAN HELP THEM SAVE TIME AND MONEY.** How well your B2B organization delivers that type of content will determine how you differentiate and who will trust you in the months ahead. B2B marketing has changed. Have you?

B2B tech buyers are increasingly influenced by **SOCIAL MEDIA, MOBILE** and **ONLINE VIDEO** in making IT purchase decisions, according to a study by International Data Group.

B2B BUYERS' SOURCES WHEN MAKING TECHNOLOGY PURCHASE DECISIONS

Business and IT professionals are taking to social, mobile, and video in a big way in the U.S. They have several favorite sources of information on tech products. These are some of the findings in a recent IDG Research Services survey of more than 2,200 visitors to IDG sites such as CIO, Computerworld, InfoWorld, Network World and PCWorld. See complete infographic here.

IDG China subsidiary set to launch National Geographic in Taiwan

Following a pilot issue that launched last month, Boulder Publishing, a new subsidiary of IDG in Taiwan, will begin publishing National Geographic in Taiwan in September. The magazine will be published in Chinese using traditional (complex) characters. It will also be available as an electronic magazine for iOS devices for readers in Taiwan, Hong Kong and elsewhere.

Founded by **Yungshih Lee**, Boulder Publishing is National Geographic's book partner in China's mainland and Taiwan where it has produced 70 books for National Geographic. Lee will serve as the general manager and editor-in-chief of the Taiwanese edition of the culture, nature, science and technology monthly magazine. Lee said the Taiwanese National Geographic will have an initial circulation of 80,000 and cost NT$200 (US$6.70). Pricing for the digital edition has not yet been finalized.

Editor-in-chief ***Yungshih Lee*** *(left) and IDG China Chairman* ***Hugo Shong*** *posed in front of the pilot issue of National Geographic's Taiwan edition.*

IDG China Chairman **Hugo Shong** said the Taiwanese edition would not be available in mainland China, although IDG China has been publishing a simplified Chinese-language edition in mainland China since 2006. "We are in discussions with our distribution partner to make sure that downloading the digital edition in mainland China is technically viable and in line with the Chinese government's regulations," he said.

"Boulder has been a strong partner for National Geographic in Taiwan with our book properties, and through this expanded relationship with IDG and Boulder Publishing we are pleased to be able to bring our flagship magazine to Taiwan," said Terry Adamson, EVP of the National Geographic Society. "We are especially excited to work with them to produce an electronic edition, which will be available for our readers in Taiwan and Hong Kong for the first time."

The Taiwanese National Geographic will closely follow the editorial and layout of the English-language edition and will feature some local content.

Contact IDG China VP/Corporate Communications Karen Ren. ■

IDG Calendar Contest deadline is Sept. 13

Time's running out to submit photos for the 30th annual IDG Photo Calendar Contest. Employees will vote online for the 12 best photos in late September, and the top three vote-getters will earn $300, $200 and $150 in prize money. Employees may submit up to two photos by Sept. 13 to world_update@idg.com. Check out the complete rules on IDG Central.

IDG Sweden's arcade event gives ad agencies fun venue for networking

IDG Sweden Sales Manager ***Fredrik Roos*** *with his team, the Panther Grannies, which won the Best Outfit award at the Best Media Company event.*

Stockholm's Gröna Lund amusement park recently became an arcade-game battleground when 32 teams from Sweden's media agencies fought for the title of Best Media Company in IDG Sweden's sixth annual competition.

"This is the event of the year for Swedish agencies," said Strategic Business Manager **Jane Skullman**. "And IDG Sweden gets a lot of good will, closer relationships with the agencies and an opportunity to talk about business in a more relaxed environment."

Participants had time to leave the arcade and venture out for a spin — or a drop — on some rides.

Agencies fronted 32 teams, each with five or six members including one IDG Sweden representative.The event has become so popular there was a waiting list for additional teams.

Event organizers provided each team with different colored t-shirts to decorate. While the Panther Grannies won the Best Outfit award, the arcade pentathlon was won by MEC's The Smurfs, followed by OMD's Sheriffs in second place and Aegis' Rock of Aegis in third. A dinner and awards ceremony completed the day.

For more information contact Jane Skullman. Click here to see more photos. ■

OneonOne

Abdulazzi Al-Helayyil

IDC Saudi Arabia

The country manager of IDC Saudi Arabia is this week's columnist. Reach him at ahelayyil@idc.com.

IDC Saudi Arabia at-a-glance

Year established: 2011

Location: Riyadh

Number of employees: Nine

Events: IDC Saudi Arabia has planned 13 events in 2013 with a focus on disruptive technologies, IT Security and IT in Government. Some of the events that received a lot of attention (locally and internationally) are Saudi CIO Summit 2013, Smart Government Forum 2013 and Cloud Computing Roadshow 2013.

Most recent accomplishment: In July 2013, IDC Saudi Arabia was awarded a very large integrated Go-to-Market Services/sales enablement program project from a leading telecom company. The size and nature of the project has generated interest globally across IDC offices

Q Can you give us an overview of the IT market in Saudi Arabia?

A IT spending in the Saudi Arabian market reached $9.2 billion in 2012 and is expected to have a compound annual growth rate of 8.7% to achieve $14 billion in 2017. The Saudi Arabian IT market is considered the largest IT market in the Gulf Cooperation Council [Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates]. IT services and hardware are driving the growth, primarily due to the Saudi government's emphasis on information technology at a stage when the Kingdom is going through a series of citizen-centric transformational initiatives such as an unemployment program by Ministry of Labor and the development of a Ministry of Interior online service. Massive infrastructure projects and other public sector initiatives, including investments in the health care and education sectors, are expected to drive demand in IT investments in the coming years as well.

Because of these investments, the IT market in Saudi Arabia is predominantly project-based, making it price sensitive and very demanding. However, the Saudi customer is gradually becoming more aware and demanding. Quality and service-level agreements are becoming a key focus area, putting pressure on service providers. Customers in Saudi Arabia are gradually accepting the concept of remote delivery, driving the growth of more mature services like outsourcing and data center-delivered services. Operational expenses-oriented models are in vogue and concepts like cloud computing are seeing a lot of traction across verticals. The Saudi IT market is dominated by local service providers, although the country is seeing intensified competition as multinational service providers expand their footprint in the Kingdom. However, questions remain over the performance of some of the global service providers as they find it hard to mobilize resources due to lack of advanced skillsets in the Kingdom.

Q What is the state of Saudi Arabia's PC and tablet market?

A Saudi Arabia's PC and tablet market is a promising one due to the healthy Saudi economy, youthful population and growing Internet penetration, and it is expected to show healthy growth over the coming years. The PC and tablet market witnessed healthy growth in 2012. Saudi Arabia recorded spending $2.1 billion on PCs and tablets, making the Kingdom the third-largest market in the Middle East after Turkey and the United Arab Emirates. The Saudi PC and tablet market is expected to grow by 28% this year, both commercially and in consumer segments, primarily driven by the high purchasing power of Saudi citizens and widespread 3G network infrastructure enhancements. Saudi citizens have a flair for technology, and the Kingdom has one of the highest technology products penetration rates in the world.

Q What kinds of issues are priorities for your customers? How do you best meet those needs?

A We at IDC Saudi Arabia always depend on our core competencies when proposing our services to our customers. The most important issues for our end-user (Insights) customers in Saudi Arabia are the return on investment of their IT investment and business alignment. We helped Saudi Aramco, the largest oil company in the world, learn more about high-performance computing, which may lead to a significant investment from them. On the supply side (vendor/service providers) we are seeing demand for services like market sizing, lead generation and competitive positioning. Some of the global vendors procure syndicated reports internationally not locally. We helped Al-Elm, the IT service provider investment of the Saudi Ministry of Finance, develop a strategic plan for one of its key citizen-centric services.

Q Who do you consider your local competitors, and what is IDC's status in the market?

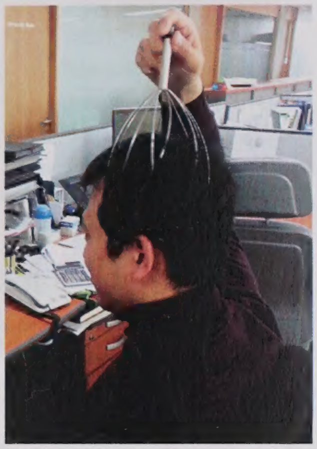
A It depends on the customer segment; when we look at end users, Gartner is the biggest and most aggressive competitor, primarily due to the fact that they have been in the end-user market for a long time, and their Magic Quadrant offering is quite popular among customers. I believe that if IDC continues to position IDC MarketScape, we could elevate our visibility and usability for some key customers. Additionally, we compete with large consulting firms for certain strategy projects.

Q How important are events in your company's portfolio?

continued on page 7

IDG employees play favorites

Employees make room for more than just keyboards and file folders in, on and around their desks as IDG World Update recently discovered when its editors asked colleagues to share some of their favorite items adorning their work spaces.



*IDG Korea's **Tony Lee** demonstrates his scalp massager.*

It's a handheld scalp massager. I bought at Boston's Logan International Airport on the last day of the 2012 Global Product Line Meeting. The directions read, "Our Handheld Scalp Massager is engineered to awaken your senses and stimulate nerve endings in your scalp and throughout your head. It may also increase circulation, stimulate hair growth and reduce stress." So how do you use it? You hold the scalp massager by the handle with metal fingers facing down. Gently lower the scalp massager onto the crown of your head and stimulate all areas of the scalp by slowly raising, lowering and rotating the massager.

— ***Tony Lee**, account manager, Strategic Marketing Services, IDG Korea*

*A "7 Hour Photo" envelope reminds IDG Enterprise's **Gary Beach** how quickly things change.*

My favorite item on my desk is a photo folder from 20 years ago entitled "7 Hour Photo." I keep it there as a reminder of how quickly business models change. The photo folder is displayed on my desk next to a picture of me with Bill Gates.

— ***Gary Beach**, publisher emeritus, IDG Enterprise*

*IDG CSMB's **Caroline Ward** (right) shares her desk fan with **Chrissy Schneider**.*

My electric fan is my prized possession. It was a gift from my predecessor, Roxanne Warrick. She told me that she would leave the fan for me. I told her not to bother, that I would never use it and that it only spun dust around. On the first day of summer, when I was passing out from the hot sun burning through my window, I looked up to the shelf and saw the fan and grabbed it. I plugged it in and lounged for about two minutes in front of it. Since then, I have used it practically every day, and now it is also welcome white noise in our new office structure. I share it every morning with Account Coordinator **Chrissy Schneider** when she arrives after her walk down Second Street.

— ***Caroline Ward**, manager, Partner and Office Affairs, IDG Consumer & SMB*

*IDG Germany's **Stefanie Kusseler** inherited a dog-food box when she got her dachshund.*

My favorite desk item is the container that holds my dachshund Paul's food. Every morning when we come to the office he sits in front of my desk staring at the box to get his breakfast. He will not go to his bed until he's had something to eat. The box has a long tradition: I got it from **Sigrun Rüb**, head of the layout department. She had it for her dog, which has since died. When I got Paul, she gave me the box.

— ***Stefanie Kusseler**, event and marketing manager, IDG Entertainment Media*

*IDG Sweden's **Andreas Ivarsson**'s bobblehead collection spotlights his interests.*

My bobblehead collection started when I ordered the Dexter Morgan bobblehead. Then my future mother-in-law gave me Emmitt Smith, and my fiancee gave me the Android figurine and Yoda as Lego Santa. The bobblehead in the middle is Leif G.W. Persson, one of Sweden's most popular authors. I have a very clean desk, but these figurines speak to some of my biggest interests: football, the TV series "Dexter," "Star Wars" and technology.

— ***Andreas Ivarsson**, media producer, Strategic Marketing Services, IDG Sweden*

continued on page 5

continued from page 4

Desk items

IDG Enterprise's **Joyce Chutchian** can't work without her tea kettle.

I have an electric tea kettle, which I unplug after each use (safety first!). I drink a lot of tea, because I'm always cold and it warms me up. In the small kitchen space we have here in the office, there is a water filter, but the hot water is not hot enough. Microwaving the water in a mug does not suffice either. I must have the filtered water boiled the old–fashioned way. So… I have an electric tea kettle, some tea bags, a purple handmade pottery mug and sugar. Would anyone like to join me for tea?

— ***Joyce Chutchian****, senior managing editor, IDG Enterprise*

Computerworld's **Valerie Potter** uses her postcard collection for mini-breaks.

It's technically not "on" my desk, but my favorite workspace item is my postcard collection, sent by friends and family from all over the world. Anytime I need a mini-break I can turn around and momentarily transport myself to Prague, Barcelona, Maui, Chiang Mai, Tuscany, Cappadocia, Maine, Auckland, Bali, Paris, Charleston or dozens of other locales. Next stop: the Cadillac Ranch in Amarillo, Texas.

— ***Valerie Potter****, Computerworld assistant managing editor, Features*

Do these protons
ke my mass look bi

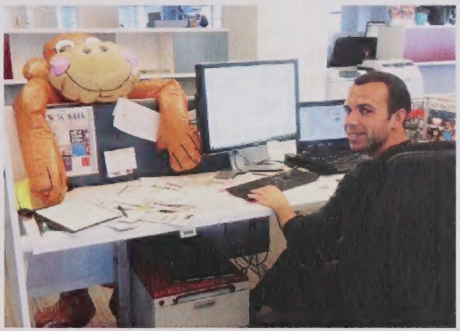
TechHive's **Jason Cross** keeps his hands busy with Buckyballs.

I have a set of Buckyballs, unreasonably strong rare earth magnets in little spheres. They're off the market now because there were deemed too dangerous for small children. I like to fidget with my hands, and I mess around with them endlessly while I think of headlines and such.

— ***Jason Cross****, executive editor, TechHive, IDG Consumer & SMB*

Marty the Monkey is a 4-ft. inflatable monkey that lives in my desk. He is inflated for special occasions (usually new product launches) and is placed in the cube or office of the person who spearheaded the campaign. Marty was placed at [Consumer Marketing Manager] **Randall Grilli**'s desk to congratulate him on launching the enhanced digital editions of PCWorld magazine for Kindle and Android tablets. Marty symbolizes accomplishment, recognition and success.

— ***Lauren Wakefield****, product manager, IDG Consumer & SMB*



Marty the Monkey, shown here with **Randall Grilli**, "symbolizes accomplishment" at IDG CSMB.

My supply drawer — I love my office supplies!

— **Stephen Galeotalanza**, *senior manager, IDG World Expo*

noteworthypeople

Promotions

IDC China Market Analyst **Cindy Gao** has been promoted to senior market analyst. "Cindy is currently in the China Research Operation Center (ROC) and is responsible for provincial- and city-level personal IT trackers market research in China," said **Kitty Fok**, IDC China general manager. "She has done a remarkable job, has excellent interview skills and has developed good relationships with vendors." cgao@idc.com

Previously associate market analyst with **IDC China**, **Grace Cui** is now market analyst. "Grace is currently responsible for server tracker and related research focused on provincial- and city-level research, as well as channel and customized projects," Fok said. "In her new role she will continue working on the server tracker program and will be more involved in related customized and consulting projects." gcui@idc.com

IDC China Associate Market Analyst **Mandy Li** has also been promoted to market analyst. "Mandy is currently in China ROC and responsible for PC and peripheral vertical tracker and smart devices," noted Fok. " She has excellent data analysis skills and good relationships with clients." mli@idc.com

Peng

IDC China Finance Executive **Angela Peng** has been promoted to senior finance executive. "Angela is currently responsible for China accounts receivable management and maintaining revenue data," Fok said. "She has built strong relationships with clients and also contributed in building up our VAT management system. Under her watch, our accounts receivable rotation rate has significantly improved." apeng@idc.com

IDC Malaysia Associate Market Analyst **Ryan Lai** is now market analyst. "Over the past year, Ryan has made significant contributions to the timely delivery and high quality of both the mobile phone and tablet tracker products for Southeast Asia, while also handling other duties such as the BlackBerry custom newsletter, writing CIS reports on tablets and client presentations," said Senior Research Manager **Melissa Chau**. "Ryan's willingness to pick up new challenges will allow him to deepen his experience and knowledge in mobility." rlai@idc.com

New employees

Ellis

New at **IDG Global Solutions**' Staines, U.K., office is Program Strategist EMEA **Justin Ellis**. He was previously business development director with Innovision and holds a B.A. in business administration from the University of Greenwich and a postgraduate diploma in marketing from the U.K.'s Chartered Institute of Marketing. In his free time he enjoys golf, tennis, cricket and attending music festivals. justin_ellis@idg.com

Donato

Sarah Donato is **IDG Consumer & SMB**'s new marketing manager, coming from Buzzmedia where she was the integrated marketing manager. A graduate of Hofstra University in Hempstead, N.Y., she holds a B.A. in public relations with a minor in fine arts. Having recently moved to San Francisco from New York City — " finally! I couldn't be happier" — she finds time for yoga, gardening, dance, wine and food. sdonato@idgcsmb.com

Tai

Nicole Tai has been hired by **IDC Malaysia**'s Service's team as an associate market analyst. She previously worked for a data services company maintaining and enhancing its in-house economic databases and attended University Putra Malaysia where she received a bachelor's degree in financial economics as well as a postgraduate certificate in economics. In her free time she enjoys music, reading and movies. mytai@idc.com

Tay

Previously an intern with **IDC Malaysia's** Consulting team, **Alvin Tay** joins the staff full-time as an associate market analyst, Software. He graduated from the U.K.'s Sheffield Hallam University with a B.A. in international business. A numismatist, he also enjoys camping and wall climbing. atay@idc.com

Ramachandran S (Ram) joins **IDC India**'s Manufacturing Insights group as principal research manager. With 14 years of experience in IT/analytics, he has worked for such companies as Hindustan Motors, GE Energy and Hewlett-Packard. He holds a B.E. and an M.E. in mechanical engineering from India's PSG College of Technology as well as an MBA from the Indian Institute of Management Bangalore. sramachandran@idc.com

Arora

Also new at **IDC India** in Bangalore is Market Analyst **Sachin Arora** who comes from supply-chain management firm Redington India Ltd. He holds an MBS from Jaypee Business School in Noida, India. In his free time he enjoys reading and playing video games. sarora@idc.com

PETER SHORT

Silva

IDC Framingham's Financial Insights group has hired **Jerry Silva** as research director, Global Retail Banking. He was previously founder and principal of PG Silva Consulting, which offered technology strategies and advisory services to the financial services industry. He earned a B.S. in production and operations management from Boston University and enjoys cooking, music and writing. jsilva@idc.com

Xu

Jan Xu joins **IDC China**'s Beijing office as a market analyst. After graduating from Shanghai Finance University with a degree in actuarial science, she worked in social media research. "A typical Capricorn, sure-footed and ambitious," she enjoys drawing, photography, travel and swimming. jxu@idc.com

Shieh

Paul Shieh is **IDC Taiwan**'s new country sales manager. He has 17 years of sales experience, largely in the IT and telecommunications sectors and has held senior management positions at AT&T Networks and Microsoft. He holds an M.E. in engineering from Washington University and an executive MBA from National Taipei University with a focus on multi-channel management and brand marketing. pshieh@idc.com

Bell

Catherine Bell joins **IDC Singapore** as senior manager, Integrated Marketing Programs. She has 10 years experience assisting C-level Asia-Pacific executives assess the business, economic and political outlook through economic forecasting analysis, business research and peer group briefings. She most recently worked for The Economist. cybell@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

continued from page 3

One on One

A Events and conferences represent about 40% of IDC Saudi Arabia's revenue. IDC offers syndicated roadshows, syndicated CIO Summit and custom events. Due to the heavy competition in conferences, certain customers undertake their events themselves. We are looking to replicate some new business models used in the Saudi Arabia custom events space and are looking to introduce new models, such as the Forum model, in our upcoming events.

Events and conferences represent about 40% of IDC Saudi Arabia's revenue.

Q How well are women represented at IT vendor companies and as IT managers at end-user companies in Saudi Arabia? Are opportunities for them growing?

A Generally the Saudi government is supporting the involvement of women in Saudi businesses. Since the beginning of this year the Saudi government has appointed 30 women to the Shura Council, the formal advisory body of Saudi Arabia. I see this trend continuing in the IT sector and certain verticals like health care and banking have been very active in employing women in IT departments. The international vendors are employing Saudi women to increase their localization.

In IDC Saudi Arabia, females represent 33% of our total workforce. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Kim Pennett *IDG Enterprise*

25
Mike Malone *IDG*
Nancy Sheehan *IDG*

23
Sven-Erik Remmare *IDG Sweden*

22
Nancy Newkirk *IDG*

18
Jodie Naze *ITWorld.com*

16
Thomas Rau *IDG Germany*
Margit Rützel *IDG Germany*

15
Luis Ibarra *IDG Consumer & SMB*
Marie Sörberg *IDG Sweden*
Mariusz Mierzejewski *IDG Poland*
Bianca Aumeyer *IDG Germany*
Cord Möller *IDG Germany*

14
Sandie Breese *IDG Australia*

13
Sabrina Samtleben *IDG Germany*
Magdalena Sobkowicz *IDG Poland*
Barbara Hossmann *IDG Switzerland*

11
Roz Burke *CXO Media*
Elinor Selbeck *IDG Germany*
Jonas Triebel *IDG Germany*

10
Atsushi Ohno *IDC Japan*
Michael Graf *IDG Germany*

9
Batra Ankoo *IT World Canada*
Denis Arcieri *IDC Brazil*
Melanie Arzberger *IDG Germany*
Thamar Thomas Issbrücker *IDG Germany*
Ye-Ri Park *IDC Korea*

8
Miwako Suzuki *IDC Japan*

7
Carol Venezia *IDG Global Solutions*
Rini Wickberg *IDG Sweden*
Paul Trotter *IDG U.K.*
Patrizia Klein *IDG Germany*
Thomas Wittulski *IDG Germany*

6
Annabel Hsu *IDC Taiwan*
Takashi Manabe *IDC Japan*
Edmund Heider *IDG Germany*
Sebastian Stulz *IDG Germany*
Carl Grape *IDG Sweden*
Ola Ljungstedt *IDG Sweden*
Jason Lin *IDC China*

5
Adele Carter *IDG Global Solutions*
Alexander Dreyssig *IDG Germany*

4
Salvador Trejo *IDC Mexico*
Michael Guenther *IDG Germany*
Monika Dyba *IDG Poland*
Martin Appel *IDG Sweden*
Madhumita Dandapat *IDC Center for Consultancy & Research/India*
Jose Crisanto Tano *IDC Philippines*

3
Teck Zhung Wong *IDC Singapore*
Inge van Dijk *IDG Netherlands*
Charles Stevenson *IDG U.K.*
Stelios Tourikis *IDG U.K.*
Sandra Berggren *IDG Sweden*
Peipei Wu *IDC Taiwan*

2
Rachel Calderon *Computerworld*
Zbigniewa Tyslewicz *IDG Poland*
Leandro Agion *IDC Argentina*
Manuel Hein *IDG Germany*
Paco Panconcelli *IDG Germany*
Simone Schulze *IDG Germany*

1
Shayum Rahim *IDC Australia*
Linda Lin *IDC China*
Michael Yeo *IDC Singapore*
Amy Jones *Network World*
Jon Phillips *IDG Consumer & SMB*
Torsten Bauer *IDG Germany*
Julian Bez *IDG Germany*
Christian Depner *IDG Germany*
Christian Weis *IDG Germany*

IDG Sweden office treat turns out to have a long tail

Some brownies have very long shelf lives.

Back in May 2012, when the Facebook page of M3, IDG Sweden's consumer electronics magazine, garnered 10,000 fans, **Andreas Ivarsson**, IDG Sweden media producer (and avid baker) made a pan of brownies iced with the Facebook 'Like' logo and a 10K for an office treat. He posted a photo of it on M3's Facebook page and got "quite a few likes," he said. End of brownie, end of story — or so one would think.

However, the photo popped up on Mashable earlier this month as an illustration for the article, "Advertise Your Facebook Post Within 24 Hours or Don't Bother." Ivarsson isn't sure how Mashable found the photo — the site did give him a photo credit — and guesses it could have been a search through Creative Commons on Flickr.com or through Google Images.

Surprised, Ivarsson sent out a tweet about the photo resurfacing after more than a year. That caught the eye of the editor of the My Kitchen section of the Swedish evening tabloid Expressen, who published an interview with Ivarsson the next day about the photo, "Facebook Brownie Finds Success Online."

"Many things may have a long tail," Ivarsson said, "and may be picked up and used again. This shows that a single Tweet about a photo and an article can attract even more attention. Journalists and marketers so often brag on Twitter about a successful or popular story or campaign. I think we can all be much better about that."

For more information contact Andreas Ivarsson.

unsunghero

Colin Neagle

Assistant Community Editor

Network World

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Abdulazzi Al-Helayyil *IDC Saudi Arabia*
Andreas Ivarsson IDG Sweden
Colin Neagle Network World
Karen Ren IDG China
Jane Skullman IDG Sweden
Neal Weinberg Network World
..and all the "desk" conributors.

Network World Executive Features Editor ***Neal Weinberg*** *named* ***Colin Neagle*** *his group's Unsung Hero. "Colin is highly worthy of the Unsung Hero honor (as well as a Herding Cats Award) for his ability to manage our far-flung gaggle of bloggers. Since Colin came on board as Network World's community editor, blog page views have consistently increased to the point where we're now averaging 800,000 blog page views a month. Colin has shown remarkable skill and patience in guiding our bloggers to new heights."*

STEPHEN SAUER

Assistant Community Editor ***Colin Neagle*** *joined IDG Enterprise in January 2012.*

Home
Southington, Conn.

Primary job responsibilities
I oversee our blogs page, edit blog posts, and manage a group of freelance bloggers. I also write feature articles on emerging technologies.

Three things I do in a day's work
Edit and publish at least a few blog posts, promote said blog posts wherever possible, dig up story ideas for features and/or blog posts.

What I love most about my job
Probably the freedom to work with the blogs' content. Our blogs are very different from our news content, and I get to experiment with different approaches to find what sparks interest in our readers.

A hot-button issue that I'm dealing with
I'd say social media, not just Facebook and Twitter but community sites like Slashdot, Reddit and Hacker News. Blogs are more tailored for generating discussion, so I need to find the audiences that are more likely to discuss the topics we blog about. It seems like it's changing constantly.

Latest accomplishment
I worked directly with a couple of our freelance bloggers who weren't getting much traffic and helped them appeal to a larger audience, particularly over the past few months.

Career highlight
Turning the blogs around. When I first started, they were on a decline, and the strategy being used before I took over wasn't going to work anymore. I had to get a little creative, and it ended up working out.

What I'm doing to be a better employee
On my own, I'm trying to teach myself more web design skills in case I ever need them. I've had to learn a little bit to manage the site, so I figure it couldn't hurt to become more adept at that.

Interests outside the office
I attend a lot of live music and comedy shows when I can afford to. I play some sports, albeit not very well, and I like to hike when I can. I probably watch too much TV.

What others can't tell just by looking at me
In high school, I played football against [former New England Patriot tight end and alleged murderer] Aaron Hernandez. That used to be a cool story, but I don't really brag about it anymore.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

19 AUGUST 2013 | VOLUME 43, NUMBER 32 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *pages 4-6* | NOTEWORTHY - *page 7* | UNSUNG HERO - *page 9*

Planning tool reduces time to create stories for PCWelt team

IDG Germany's PCWelt editors have a new system to create and deliver high-quality content on an increasing number of platforms to a variety of target audiences.

SEE MORE ON PAGE 5

Also inside

- Jim Sullivan named president of IDG International Publishing Services; Elizabeth Heichler VP
- IDG Germany launches Android website
- One on one: IDG Communications CEO Michael Friedenberg

Sept. 13 is the deadline to submit photos for the IDG Employee Photo Calendar Contest.

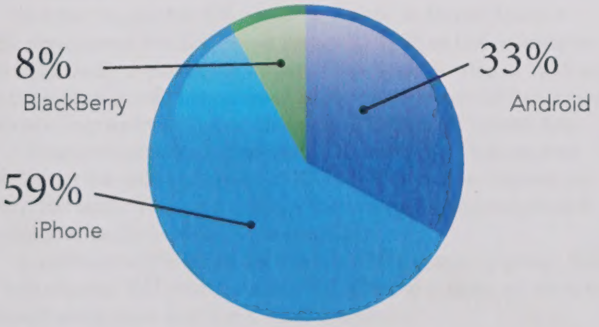
SEE MORE ON PAGE 8

IDG Global Solutions U.K. Operations Manager Donna Geary is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

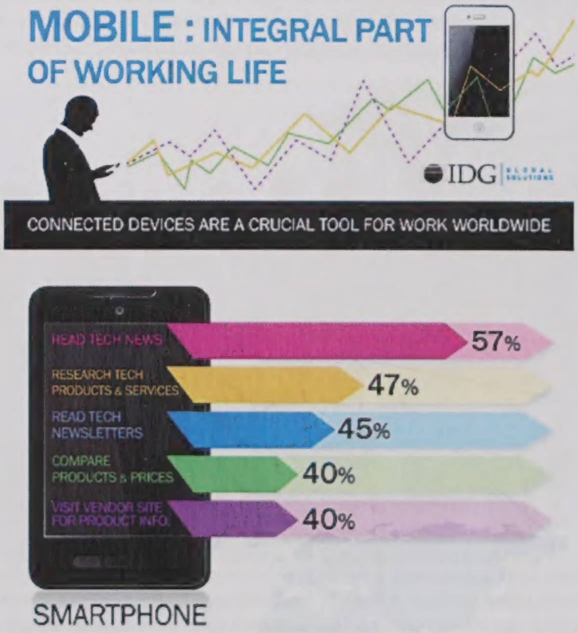
What's your preferred mobile device?



Log on to www.idgcentral.com to vote on this week's question:

Do you still hand out business cards?

CLICK HERE



MORE DATA FROM THE IGS MOBILE SURVEY ON PAGE 4

Sullivan, Heichler promoted at IDG International Publishing Services

IDG WORLD UPDATE

*VP/Editorial Director **Elizabeth Heichler** and President **Jim Sullivan** are based in Boston at the IDG Corporate Support Center.*

David Hill, who led IDG International Publishing Services prior to his recent appointment to be president of IDG Communications, announced two promotions at IPS last week.

Jim Sullivan, who had been vice president of licensing, has been promoted to president of IPS. **Elizabeth Heichler**, who had been editor-in-chief of the IDG News Service, has been named vice president and editorial director. In addition to her News Service responsibilities, Heichler will work on a variety of other editorial projects for Hill.

"Jim has been handling much of IDG's international licensing for years and thus has a very thorough knowledge of the international markets," Hill said. "He is perfectly suited to move into this new role."

Sullivan joined IDG in 1994. He transferred to IPS in 1996 as director of Finance and Administration and was named VP/Licensing in 2004. Prior to IDG he served as an internal auditor at Data General and Tyco International after graduating from the University of Massachusetts/Dartmouth.

Heichler began her IDG career in Boston at Digital News in 1988, then joined the IDG News Service in 1992 as U.K. correspondent. She became managing editor of the News Service in 1995 and was promoted to editor-in-chief in 2000. Heichler earned her undergraduate degree from Boston University's College of Liberal Arts.

"Elizabeth certainly knows more IDG editors worldwide and more about the editorial needs of IDG companies than anyone on earth," Hill said. "This promotion acknowledges that strength and positions her to be involved in new projects."

In addition to the News Service and IDG's licensing group, IDG IPS includes the IDG World Update/IDG Central editors, an administration/finance team and two IT staff members.

Contact Jim Sullivan and Elizabeth Heichler. ■

Macworld reviews "Jobs"

Find out what Macworld U.S. staff thought about the new Steve Jobs movie on a special edition of the Macworld Podcast.

Stand-alone site focused on Android debuts in Germany

IDG Germany last month broadened its digital offerings with Androidwelt.de, the standalone companion site to its bi-monthly AndroidWelt. The magazine, launched in 2011, previously had an online presence as a subsite of PCWelt.de.

ANDROID WELT
Apps ⌄
Shop

Fitness: Tägliches Bauchmuskeltraining – Android-App im Test

Samsung Galaxy S4 Active im Test

"The creation of individual sites is a key part of our digital strategy," said **Andreas Perband**, PCWelt.de vice editor-in-chief. Following the launch of TechHive.de late last year and the new AndroidWelt.de Perband said IDG Germany "expects to significantly increase the number of individual websites in our digital portfolio that target a wider variety of difficult-to-reach target groups. With TechHive and AndroidWelt.de we are well positioned against our current competition and broaden our B2C portfolio."

Androidwelt.de is aimed at experienced business and personal users of Android devices, both smartphones and tablets. The site offers Android-industry news, reviews and tests of Android devices and applications and usage tips and tricks. The site is currently drawing about 2,000 unique visits per day.

Site content is written by IDG Germany staffers as well as freelancers; from five to 10 new posts go up on the site daily. In addition to content created specifically for the site, it also includes all of the content from its sister print publication.

Perband said that none of IDG Germany's competitors offer a similar Android site, "although there are many small Android websites out there." Because IDG Germany has linked AndroidWelt.de to Google Ad Exchange, "the new site will gain in importance," Perband said. "The premium ad market here offers an excellent and completely automated way to monetize AndroidWelt.de." (Click here for more on how IDG Germany uses Google Ad Exchange.)

For more information contact Andreas Perband. ■

*Some of the Androidwelt team include (standing l-r): Editor **Sandra Ohsa**, Editor **Verena Ottmann**, Vice Editor-in-chief **Andreas Perband**, Vice Editor-in-chief **Christian Löbering**, Editor **Dennis Steimels**, Editor **Takis Kolkythas** and Consulting Editor **Evelyn Köhler**. (Seated): Assistant **Manuela Kubon** and Managing Editor **Andrea Kirchmeier**.*

OneonOne

Michael Friedenberg

IDG Communications U.S.

The CEO of IDG Communications U.S. is this week's columnist. Reach him at michael_friedenberg@idg.com.

> "Building off the knowledge and success of our sister business units, IDG will continue to become stronger and more agile at launching and expanding our offerings. I anticipate that in time our ability to leverage all assets across IDG Communications U.S. will benefit our customers, employees and overall business."

Q Can you clarify your responsibilities as CEO of IDG Communications U.S.?

A IDG Communications U.S. consists of IDG Consumer & SMB, IDG Enterprise, IDG TechNetwork and IDG World Expo. In addition to leading IDG Enterprise, I will partner with [IDG TechNetwork and IDG Consumer & SMB CEO] **Pete Longo** and [IDG World Expo CEO] **Mary Dolaher** in setting goals for scaling our business. Pete and Mary have been doing a fantastic job leading their companies, and I have admired the innovation and solutions that these business units produce. I look forward to being part of the team moving forward.

It is with great enthusiasm that I look forward to working with **David Hill** in his new role of president of IDG Communications. Together, we will continue to elevate IDG Communications as the leading tech media organization. With David's tremendous insight into the international markets and support service area and my market and customer understanding we will collaborate and expand solutions worldwide to build upon IDG's success.

Q What are your thoughts on how IDG is positioned and where do you see growth opportunities?

A IDG continues to be a media and technology innovator and is often recognized for launching emerging solutions. **Pat McGovern** and **Bob Carrigan** have done a magnificent job in transforming IDG into a digital centric organization. I hope to build on this momentum within the U.S. while enhancing and developing new solutions around reader revenue, digital, mobile, video, events, etc. Our product portfolio across business units is well poised to embrace key market trends, particularly these growth areas:

- Digital/online advertising and content creation/management are the top areas marketers are spending their digital marketing budgets (Gartner).
- U.S. mobile ad spending will increase by 55% to 65% in 2013 to approximately $7 billion. (IDC).
- By 2017, real-time bidding (RTB) will account for 29% of all digital display spending (eMarketer).
- B2B marketers continue to rate in-person events as the most effective tactic they use (CMI/MarketingProf).

As IDG continues to show leadership in these growth areas we need to consider scale. But not just scale, quality at scale. IDG's owned and operated (O&O) brands and talented editorial teams are known for their award-winning reporting and design and for creating an atmosphere where our advertising clients can engage their customers using numerous vehicles. We are ready to move to the next level by leveraging our O&O brands with data-driven capabilities. This combination of technology advances will allow us to build an environment that cannot be beat. Bob has done an incredible job of aligning the key components of this strategy, and I am confident that IDG will build on this foundation and further our relevance at the point of the customer.

Q Can you provide additional insight into the technologies that will be used to do quality at scale?

A The IDG TechNetwork has made a significant investment in building data management platform (DMP) capabilities. The platform collects, organizes and combines first- and third-party audience data for retargeting campaigns. When our premium O&O sites allow the IDGTN's DMP to utilize our robust audience's first-party data for retargeting additional revenue is created, making a quality at scale opportunity. Additionally, this retargeting can benefit agency buying desks in their programmatic buying campaigns.

Q What collaborations already exist between these business units?

A As IDG innovates, we have been sharing best practices across business units to help grow the organization overall. Last year CSMB used responsive design technology to build TechHive. This technology provides an optimal viewing experience for visitors and advertisers, no matter what device they use. The lessons learned from the TechHive launch are being put into play during the IDGE project scale site redesigns. Another example is the recent launch of IDGEx, which combines access to the exclusive IT leader audience that IDGE brands have established with the data and programmatic expertise of the IDGTN. This powerful combination provides a premium exchange for tech advertisers. Building off the knowledge and success of our sister business units, IDG will continue to become stronger and more agile at launching and expanding our

continued on page 6

IGS' global mobile survey shows growing overlap between home and work use

IDG Global Solutions' fourth annual global mobile survey has yielded an extensive array of data that shows today's mobile audience is highly engaged, increasingly receptive to mobile ads and uses tablets and smartphones in every phase of the purchase process.

IGS staff around the world have been busy with follow-up client and agency meetings ever since top-level survey results were release in late June at an invitation-only breakfast meeting in London for more than 60 client and media agency directors.

IDG subsidiary and licensee websites in 43 countries — including for the first time emerging markets such as India, the Middle East and Africa — hosted the survey on 120 enterprise and consumer websites during March to May 2013. The 25,601 respondents made it IGS' largest study ever, surpassing last year's by some 5,000 responses.

Among the highlights:

- 41% use their private smartphone for business, while 37% use a tablet.
- Tablets and smartphones are used at each stage of the buying cycle, with 67% researching products and services and 58% comparing prices on the tablet.
- 73% buy on the tablet and 56% on the smartphone, with almost a quarter of all purchases being made for business.
- Video viewing on tablets dramatically increased compared to last year's survey. 90% of respondents report watching videos on their tablets, up 24% over last year.
- Mobile advertising is resonating with users. 33% of smartphone users click or interact with an ad, and more than half of all respondents have researched a product as a result of seeing an ad on the smartphone.

Check out IDG's Mobile Portfolio

MOBILE @ IDG™

The IGS mobile survey not only demonstrates IDG's leadership in the market, but the data provides the basis for creating mobile strategies throughout the company. IGS staff has created a Mobile Portfolio that it uses to demonstrate potential mobile advertising and engagement options for clients.

***Christina Carstensen**, director, Mobile Strategy and Marketing Manager **Joe Altria** were two of the key players involved in distilling the results of the global mobile survey.*

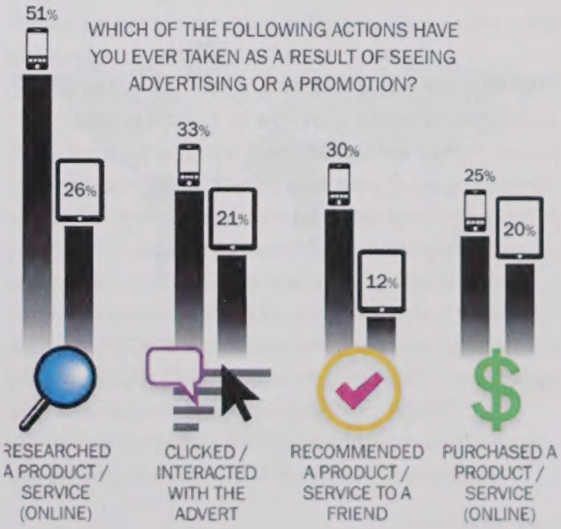
"Mobile and tablet are becoming the preferred media consumption devices and are relied on more as users move from research to purchase," said **Christina Carstensen**, director, Mobile Strategy, who presented the research in London.

Back in February, IDG Global Solutions founded the IGS Mobile Advisory Board, consisting of top agency and client contacts who give input, ideas and expert advice on mobile. Members include: Seth Hart, global media director, Starcom; Jon Hook, head of Mobile, MediaCom; Tamina Plum, global client services director, Zenith Optimedia, Mirza Fur, co-founder, Kingpin; and Valentina Pettenati, director, EMEA Marketing, SAP.

The Advisory Board helped IGS shape the research questionnaire, and some of the members participated in the panel discussion held at the London event.

Promotional efforts to publicize the research have led to, among other elements, an upcoming IAB blog entry by Carstensen, a mobile advertising campaign on Mobile Marketer and infographics and a whitepaper on IDG Knowledge Hub.

Write to Christina Carstensen. ■



A variety of infographics, such as the one at left, that highlight survey results are on IDG Knowledge Hub.

Planning tool reduces time to create stories for PC Welt's many channels

IDG Germany had a challenge that many IDG business units face: How to create and deliver high-quality content on an increasing number of platforms to fragmented target groups despite shrinking financial and employee resources. According to PC Welt Vice Editor-in-Chief **Christian Löbering**, the answer lay in scheduling and planning.

According to Löbering, the first thing PC Welt Editor-in-chief **Sebastian Hirsch** and his editorial team of 16 did was determine the 10 leading industry topics — current and future — that define PC Welt and its satellite publications and sites (TechHive, AndroidWelt, GalaxyWelt, LinuxWelt, as well as their several associated apps). Löbering and his team decided the top 10 topics were PCs and Components, Mobile, Network, Multimedia, Home Entertainment, Software and Operating Systems, Internet, Security, Telecommunications and New Technologies.

"Next, we had to find out what kinds of content we need — and how much — for each medium and target audience," Hirsch said. "In order to get valid data about that, we matched the list of 10 topics with each story on our websites, social media platforms and print and mobile issues over the last six months as well as on an ongoing basis," Löbering said. They also continuously looked at traffic statistics to learn how well stories performed and the "Likes" stories received, as well as surveying their users about which topics they would like to read more (or less) about.

Audiences' content needs

Löbering said the team learned a great deal about their audiences' different content needs in terms of whether that content is free or paid, in print or online. "In print there is a strong desire for sophisticated how-to's and test results on the more classic IT topics like security, Windows, networking and PCs and notebook devices. Online readers wanted to see more about the more 'modern' stuff like mobile, new technologies and the Internet on our websites."

They also learned that their audience is more willing to pay for a complete guide to a particular topic instead of getting an endless stream of content on that topic. How-to's and test results proved to be the most desired content format for the group's more technical publications — PC Welt, Androidwelt and Linuxwelt — while breaking industry news were the content drivers for TechHive and GalaxyWelt.

"From these results we created a topic schedule that shows the ideal quantity and frequency for each topic on each of our publishing channels," he said.

However, the next step was the hardest. In order to keep track of all the topics, organize the ideal distribution of stories within each topic and limit the workload and the redundant tasks for the team's editors, Löbering and Managing Editor **Andrea Kirchmeier** developed a unique planning tool. All 10 topics and their pertinent stories are kept in a central database, where each editor can easily see what he or she has to do.

(L-R): PCWelt.de Vice Editor-in-chief ***Andreas Perband****, Vice Editor-in-Chief* ***Christian Löbering****, Managing Editor* ***Andrea Kirchmeier*** *and Consulting Editor* ***Evelyn Köhler****.*

To get all the topics' stories in place, the editorial staff meets at least once a month to discuss story ideas. Then the chief editorial team thinks about which aspect of which story could be the lead story for each channel and which story ideas might be integrated into a larger piece. With security, for example, several ideas were combined into The Complete Security Guide. Some became stand-alone stories, such as 'Perfect Security for Android Devices,' 'Super-safe Windows' and 'How to Manage a Lost Device,' that were enhanced with deep-dive information, photo galleries and videos.

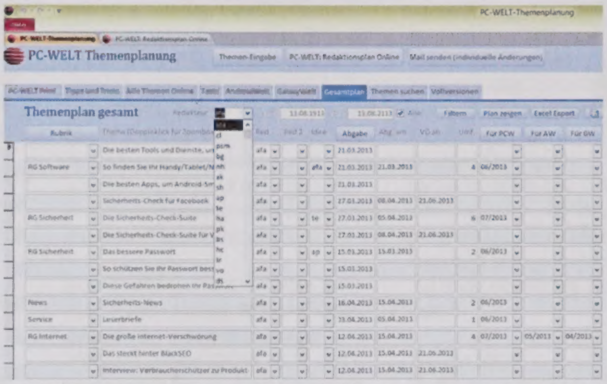
In this instance, Löbering said Kirchmeier created the security story topics in the planning database,

continued on page 6

continued from page 5

Planning tool

tagged with the name of the responsible editor, a deadline and the possible target channels. With a click, the sole dedicated security editor gets a list of stories he has to write or assign. Stories are given a unique ID and enhanced with more data about the focus they should have. The security editor then researches and creates the lead story for PC Welt, and the stand-alone stories can be used online and for AndroidWelt. "Using this planning and content integration tool we reduce the amount of time needed to create five stories, and those stories automatically fit the needs of each of our channels," Kirchmeier said.



Themenplan gesamt

Redakteur
13.08.2013
13.08.2013
☑ Alle

Rubrik	Thema (Doppelklick für Zoombox)	Red	Red 2	Idee	Abgabe	Abg. am	VÖ ab	Umf	Für PCW	Für AW	Für GW
	Die besten Tools und Dienste, u	afa			21.03.2013						
RG Software	So finden Sie Ihr Handy/Tablet/N	afa		afa	21.03.2013	21.03.2013		4	06/2013		
	Die besten Apps, um Android-Sm	afa			21.03.2013						
	Sicherheits-Check für Facebook	afa			27.03.2013	08.04.2013	21.06.2013				
RG Sicherheit	Die Sicherheits-Check-Suite	afa		te	27.03.2013	05.04.2013		6	07/2013		
	Die Sicherheits-Check-Suite für V	afa			27.03.2013	08.04.2013	21.06.2013				
RG Sicherheit	Das bessere Passwort	afa		sp	15.03.2013	15.03.2013		2	06/2013		
	So schützen Sie Ihr Passwort bes	afa			15.03.2013						
	Diese Gefahren bedrohen Ihr Pas	afa			15.03.2013						
News	Sicherheits-News	afa			16.04.2013	15.04.2013		2	06/2013		
Service	Leserbriefe	afa			23.04.2013	05.04.2013		1	06/2013		
RG Internet	Die große Internet-Verschwörung	afa			12.04.2013	15.04.2013		4	07/2013	05/2013	04/2013
	Das steckt hinter BlackSEO	afa			12.04.2013	15.04.2013	21.06.2013				
	Interview: Verbraucherschützer zu Produkt	afa			12.04.2013	15.04.2013	21.06.2013				

PC Welt's planning tool reduces the amount of time to create stories for the publications many channels.

After three months of using the tool, the result, according to Löbering, has been more high-quality content targeted to each of PC Welt's brands at lower costs with less redundant work. "Because the tool matches the needs the whole editorial staff, we have more time to create the ideas and stories that we really care about."

Löbering added that editorial traffic has been growing on the PC Welt sites since adoption of the planning tool. "However, one of the most important outgrowths is that we can quickly create special paid issues with content tailored to niche audiences, such as 'Windows 8 Step-by-Step' that was available the day Windows 8 launched. Its content could then be integrated into our other content streams." While reader revenue still comes largely from print, his team expects to launch a mobile cross-platform solution later this year that can offer all of PC Welt's paid content, "thereby digitizing our reader revenue."

For more information contact Christian Löbering. ■

Click here to view the complete PCWelt product line.

continued from page 3

One on one

offerings. I anticipate that in time our ability to leverage all assets across IDG Communications U.S. will benefit our customers, employees and overall business.

Q What should employees at IDG Communications U.S. business units expect as you transition into your new role?

A At IDG Enterprise I have always shared our organizational goals for growth, any challenges we are facing and how the market is impacting our business. This transparency and market knowledge allows the entire team to focus on initiatives that will bring the organization to the next level. Additionally, my business beliefs closely align with the IDG Corporate Values, from a "let's try it" attitude to taking a step back to make sure our innovation is in the best interest of our customers and allows our employees to flourish.

In this expanded role, the goal is to understand where each business currently stands and where growth opportunities lie. To accomplish this, I will be spending time with each business unit to understand how our goals and objectives are aligned with the needs of our reader, attendee and advertiser customers. I will also be setting aside time to meet with employees and customers to see all sides of the business. Overall, I am looking forward to listening and learning from the amazing talent that resides at IDG Communications U.S.

Q Where are the biggest areas of opportunity for IDG in the coming year?

A As we look at areas of opportunity, we are building on the legacy that Pat established and Bob further propelled forward. My sincerest thanks to Bob, as his leadership and innovation over the past eight years has positioned IDG for success, and his can-do attitude has inspired everyone at IDG — including myself and David — to strive for greatness. Right now our industry is in a place where there are unlimited opportunities to grow, and every department has the possibility to get involved. Reader revenue, digital, events, marketing services, print, mobile, video, programmatic, content, traffic, database/audience development, editorial creation, aggregation and curation — we can further develop our business in all these areas. I look forward to identifying the best areas for us to pursue and putting the necessary focus and resources in place to make it happen. ■

noteworthypeople

Promotions

IDC Singapore Senior Market Analyst **Pankaj Chawla** has been promoted to research manager. "Pankaj has been a key part of our group, particularly in growing the interest of Printer Consumables and Page Volume research," said Program Director **Maggie Tan**. "His strong knowledge and networking skills has earned him the respect of vendors and clients, particularly among non-traditional IDC clients like the third-party supplies vendors. Pankaj has also guided and coached country analysts to build stronger research on printer consumables and page volume." pchawla@idc.com

Previously a market analyst with **IDC Malaysia**, **Akmal Hisyam Ab Wahab** is now a senior market analyst. "Akmal joined has become an integral member of not only the Telco team, butalso the IDC Malaysia team," said AVP **Charles Anderson**. "His performance and dedication over the past year has exceeded all expectations. In particular, Akmal has established himself as a thought leader on the Malaysian telecoms market and is regularly interviewed and quoted by the local media. From a customer perspective, Akmal has been integral in helping IDC build much stronger relationships and brand with our local telco customers through his regular presentations to their senior management and at IDC events." ahisyam@idc.com

Peng

Previously senior market analyst with **IDC China**, **Eric Peng** is now research manager. "Eric joined IDC China in November and is currently responsible for the China x86 server market study," said IDG China General Manager **Kitty Fok**. "Eric shows excellent knowledge in his domain areas, builds tight relationships with server vendors and has completed many complex customized projects." epeng@idc.com

IDC China Research Manager **Kathy Pan** is now senior research manager leading the IDC China Software team. "Kathy has showed great leadership to manage the team, as well as its programs," Fok said. "Kathy is also the primary analyst who set up the China Big Data and Mobility Software research. We are looking forward to Kathy's further development in China Software business." kpan@idc.com

Also promoted at **IDC China** is Senior Market Analyst **Richard Zhao**, who is now research manager. "Richard joined IDC in 2011 and is responsible for research regarding outsourcing service and support and training service markets for China's IT service market," Fok said. "In addition, he increased his expertise and knowledge of BPO market and in customized consulting projects and built strong relationships with key clients." rzhao@idc.com

IDG TechNetwork Inside Sales Representative **Chris Finnerty** has been promoted to digital sales manager. "Chris has displayed a tenacious work ethic toward prospecting and building out a territory from the ground up," said IDG TechNetwork VP, Sales and Marketing **Scott Harris**. "I believe his efforts will translate into greater revenue streams for our team as we look to take our company to new heights in the upcoming fiscal year." christopher_finnerty@idgtechnetwork.com

New employees

Gannon

JOE MOLA

Previously an accountant with Hewlett-Packard, **Kelly Gannon** has been hired by **IDG Enterprise**'s sales team as an online billing specialist. She earned a certified graduate of accounting degree from Boston's Burdett College and enjoys professional sports and attending her children's sports and music events. kgannon@idgenterprise.com

Hancock

Jason Hancock joins IDG as account executive with the **CIO Executive Council**; he was previously VP, Sales and Marketing, with Custom Communications. He holds a B.S. in business administration and management from Bridgewater (Mass.) State College and enjoys fishing, woodworking and psychology. jhancock@cio.com

Caldera

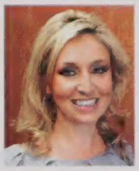
IDG WORLD UPDATE

New at **IDG TechNetwork**'s San Francisco office is Account Executive **Candice Caldera**. Previously an associate planner with Dentsu Attik, she holds a B.S. in business and marketing from the University of San Francisco. In her free time she enjoys trying new restaurants, playing basketball and going to beer and wine tastings. She recently worked on a successful pro-bono campaign for the San Francisco AIDS Foundation to increase HIV testing rates. ccaldera@idgtechnet.com

Escalera

IDG WORLD UPDATE

Previously an administrative assistant with Magley & Associates, **Myra Escalera** joins **Network World**'s San Francisco sales team as an account coordinator. She holds a B.S. in business administration with a minor in corporate and supply chain management from California State University/East Bay in Hayward, Calif., and enjoys yoga and hiking. mescalera@nww.com


MacKinnon

JOE MOLA

New at **IDG Enterprise** is Digital Account Services Specialist **Erinn MacKinnon**. Previously a lead acquisition trainer and customer service manager with W. B. Mason Co., she holds a B.S. in business administration and marketing from the University of Connecticut. emackinnon@idgenterprise.com

Wagner

IDG Entertainment in Germany has hired **Alexander Wagner** as a layout artist. He was previously a junior art director at the Munich agency Saint Elmo's and holds a B.A. in media design from Munich's Media Design College. Away from his desk he enjoys music and computer games. awagner@idg.de

McGrath

PETER SHORT

Previously an intern with **IDC Framingham**, **Benjamin McGrath** joins the staff full time as a research analyst. He holds a B.S. in economics and statistics from Carnegie-Mellon University in Pittsburgh, Pa., and enjoys playing Ultimate Frisbee. bmcgrath@idc.com

Selvaranee

IDC Malaysia has hired **Rachel Selvaranee** as an associate market analyst to track the Australia/New Zealand e-readers and large-format printer markets. She previously worked for RHB Insurance in administrative and underwriting roles. She holds a B.S. in economics from the U.K.'s Sheffield Hallam University and enjoys photography. rselvaranee@idc.com

Be sure your business unit is represented in IDG World Update. Information about promotions, new employees, employee anniversaries, story ideas and photos depicting what's going on at the office may be sent to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
David Hill *IDG Communications*

18
Stefan Bohlin *IDG Sweden*

17
Joel Asblom *IDG Sweden*
Sandra Ng *IDC Singapore*

14
James Hutson *IDG Consumer & SMB*
Soo Kyoum Kim *IDC Korea*

13
Milly Xiang *IDC China*

12
Leslie Short *IDC*
Daphne Chung *IDC Singapore*

10
Nigel Wallis *IDC Canada*

8
Kathleen Hobin *IDG*

7
Takuo Tsuya *IDC Japan*
Joel Westerholm *IDG Sweden*
Wayne Yii *IDG Communications*

6
Agata Pielech *IDG Poland*
Amit Dalal *IDC Center for Consultancy & Research/India*
Pankaj Chawla *IDC Singapore*
Helen Chiang *IDC Taiwan*

5
Naveen Barsainya *IDC Singapore*
Sharmila Devanesamoni *IDC Center for Consultancy & Research/India*

4
David Best *CXO Media*
Dayna Klein *IDG Communications*
Jun Fwu Chin *IDC Malaysia*
Jaime Teh *IDC Malaysia*
Archana Sharma *IDC Center for Consultancy & Research/India*

3
Amir Ahari *IDC Canada*
Rosalind Craven *IDC U.K.*
Chris Catatao *IDG Connect*
Fiona Wu *IDC China*
Jess Lim *IDC Malaysia*
Suraya Sahar *IDC Malaysia*
Abdul Masood Kareem *IDC Center for Consultancy & Research/India*
Vaibhav Saraf *IDC Center for Consultancy & Research/India*
Joseph Villaranda *IDC Philippines*

2
Edward Qualtrough *IDG U.K.*
Susanne Schubert *IDG Germany*
Christer Björkin *IDG Sweden*
Gargi Shetty *IDC Center for Consultancy & Research/India*
Mohit Dang *IDC Center for Consultancy & Research/India*
Linda Daniel *IDC Indonesia*
Dan Suka *IDC Malaysia*
Aman Bajaj *IDC New Zealand*
Susanna Lau *IDC Singapore*
Thanh Vo *IDC Vietnam*

1
Andre Santos *Now!Digital Business*
Marzena Samsel *IDG Poland*
Frank Fang *IDC China*
Prasanna Narasimnbha Prasad *IDC Center for Consultancy & Research/India*
Rajmani Naidu *IDC Center for Consultancy & Research/India*
Ahmad Zeffirelli Ibrahim *IDC Malaysia*
Charles Anderson *IDC Singapore*
Priscilla Heng *IDC Singapore*
Simei Wu *IDC Singapore*

Less than a month remains to submit photos for the 30th Annual IDG Employee Photo

6
7
8
10
14
21
2014
CALENDAR
CONTEST

Don't delay! Sept. 13 is the final day to submit your best images to IDG's 30th Annual Employee Photo Calendar Contest.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what to do:

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos (and any questions) to world_update@idg.com.
- Entries must be received by Sept. 13, 2013.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 23 and Sept. 30.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

The calendar will be sent to employees in late December.

Good luck! ■

At IDC, SUMMER = BBQ

Members of IDC's Software and Services team celebrated summer recently with a barbecue at IDC's corporate headquarters in Framingham, Mass.

Among the picnickers were (clockwise from left): **Catherine (Xiaowen) Wu**, intern; **Elyse Shuster**, business analyst; **Chandana Gopal**, research manager; **Henry Morris**, senior VP/Software & Services; **David Tapper**, VP, Outsourcing and Offshore Services; and **Leah Barton**, HR manager.

unsunghero

Donna Geary

Operations Manager

IDG Global Solutions U.K.

***Kumaran Ramanathan**, managing director IDG Global Solutions (IGS), named Operations Manager **Donna Geary** his group's Unsung Hero. "Donna is comfortable in all scenarios and is natural and confident with people from all walks of life. She is well respected by the team, the business units and by customers alike. She has multiple responsibilities and manages to juggle them all to great effect. In addition to her professional qualities, Donna has turned the Employee of the Year award into a family affair, with her son **Dean Geary**, senior program coordinator, winning the award in 2011, and Donna herself winning it in 2007 and 2012."*

Home Sunbury on Thames, U.K.

Primary job responsibilities My role consists of various responsibilities, incorporating office management, communications technology management, travel and logistics, general administrative duties and internal events.

What I love most about my job There are two essential qualities needed to succeed in my job: you have to be able to get on with people at all levels and all cultures, and you have to be able to multitask. Looking after people is what I'm good at and enjoy and having a large family has taught me to multitask. My role exposes me to an entire spectrum of people, from a tradesman coming to fix a leaky tap to CEOs of multinational organizations, from someone who lives just down the road to someone who lives thousands of miles away.

Three things I do in a day's work

- Ensure the smooth running of the office, dealing directly with contractors and suppliers, and ensure compliance with health and safety and risk management.
- Support IGS management with regards to travel, meetings and reporting requirements along with general international travel requirements for all our Europe-based employees.
- Management of all internal events, including IDG-hosted client dinners and industry dinners.

*Operations Manager **Donna Geary** joined IDG Global Solutions in 2007.*

Career highlight I love organizing, so I would have to say my career highlights include the coordination and management of our office move back in 2009 and helping arrange the Mobile events in London we've hosted for the past four years. I was very honored to win the Employee of the Year award twice; it is so good to know that people you work with appreciate and recognize your efforts.

What others can't tell just by looking at me I have twin boys who just turned 25, a 19-year-old daughter who is currently at university training to be a teacher and a 14-year-old son who lives for football.

Interests outside the office My weekends are usually spent at the touch line of a football pitch, encouraging/embarrassing my youngest son, who plays for the local team. Other than that I can usually be found spending quality time with my daughter, which usually involves shopping, much to my husband's despair.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Leah Barton *IDC*
Christina Carstensen *IGS*
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Donna Geary *IGS*
David Hill *IDG Communications*
Lynn Holmlund *IDG Enterprise*
Christian Löbering *IDG Germany*
Andreas Perband *IDG Germany*
Kumaran Ramanathan *IGS*
Joanne Tilson *IGS*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

12 AUGUST 2013 | VOLUME 43, NUMBER 31 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 6 | IDG TRIVIA - page 8

Harley Ogier, **Divina Paredes** and **Nick Elias** *have been hired to edit the titles.*

IDG Australia now publishing four New Zealand titles

Formerly produced under license to Fairfax Media, Computerworld, CIO, Reseller News and PC World New Zealand will now be published by IDG Australia.

SEE MORE ON PAGE 4

Top News

IDC worldwide media mentions soar in first half of 2013

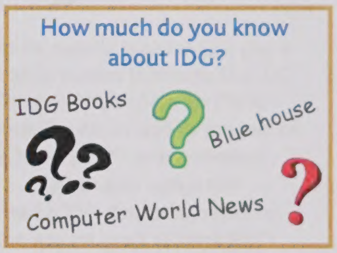
Computerworld is tops in five ASBPE categories

One on One: IDG Communications' David Hill

Profile: IDG's Hungarian licensee Project/029 Media

Employees in Framingham donate school supplies for needy children in surrounding towns.

SEE MORE ON PAGE 6

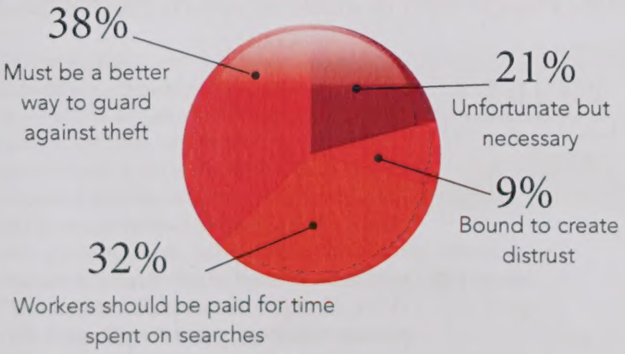


Think you know all there is to know about IDG? Take this quiz and see how you fare.

SEE MORE ON PAGE 8

Question of the week results

What do you think of Apple's practice of searching employees' bags before they leave U.S. retail stores?



Log on to www.idgcentral.com to vote on this week's question:

Android, iPhone, Windows Phone or BlackBerry?

CLICK HERE

One month remains to enter the 2014 IDG Photo Calendar Contest

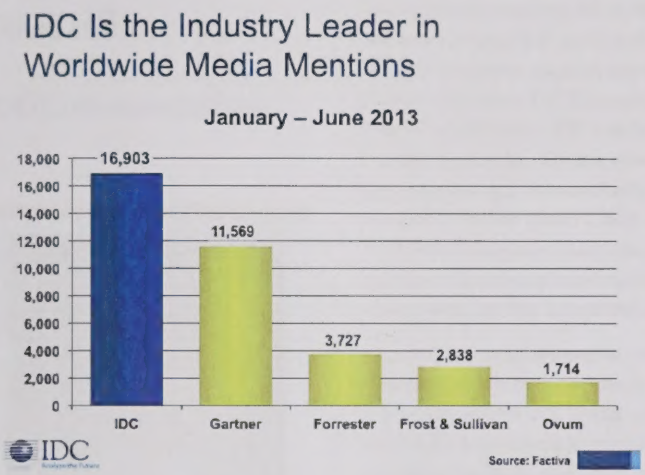
2014 CALENDAR CONTEST

Now's the time to sort through your best photos and submit one — or two — for IDG's 30th Annual Photo Calendar Contest. The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — for the top three vote-getters — $300, $200 and $150 in prize money. Complete rules are on IDG Central, but here are the basics:

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Each entry should have your name, business unit, telephone and e-mail address and a title for the photo in the body of the e-mail.
- Send photos (and any questions) to world_update@idg.com.
- Entries must be received by Sept. 13, 2013.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central. Online voting will take place during the weeks of Sept. 23 and Sept. 30.

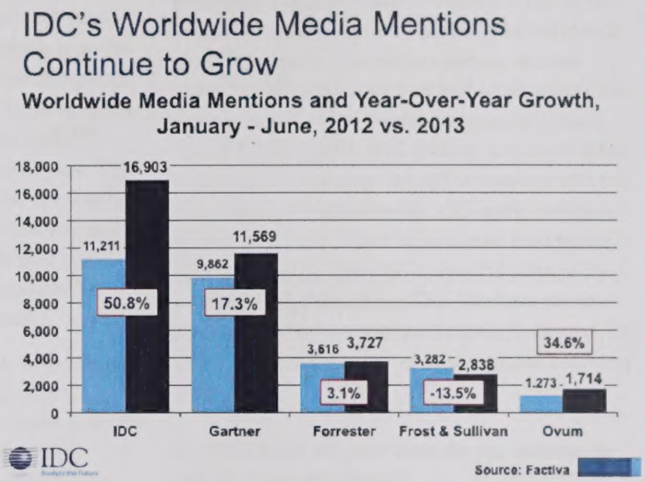
IDC worldwide media mentions soar in first half of calendar year



IDC Is the Industry Leader in Worldwide Media Mentions

January – June 2013

Source: Factiva



IDC's Worldwide Media Mentions Continue to Grow

Worldwide Media Mentions and Year-Over-Year Growth, January - June, 2012 vs. 2013

Source: Factiva

When IDC analysts speak, the media listens. And reports.

IDC media mentions experienced a dramatic increase versus the company's competitors in the first six months of 2013, as shown in the figures above. While IDC media mentions soared by 51%, Gartner's grew by just 17% and Forrester only 3%.

"This is the biggest lead that I have ever seen for IDC media mentions versus Gartner and other competitors," said IDC President & CEO **Kirk Campbell**. "Congratulations to our research analysts and marketing managers for doing such a great job working with the media. Of course, media mentions are a key indicator of IDC's influence in the technology industry."

> "Of course, media mentions are a key indicator of IDC's influence in the technology industry."
>
> *Kirk Campbell*

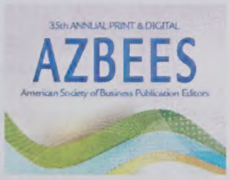
According to **Mike Shirer**, IDC director of public relations, some of the increase is due to the intense interest in PC, tablet and smartphone market developments and the press' extensive use of IDC data and analysts quotes related to these developments.

In addition, all of IDC's Tracker press release data is now more readily available for use in media stories thanks to the IDC Tracker Charts App for iPads and iPhone as well as the use of iCharts in IDC press releases.

Shirer also noted that the Factiva database, which is the source used to track IDC's media mentions, is adding more publications from outside the U.S. "This more global database is beneficial to IDC since we have a stronger presence — and hence more media coverage — outside the U.S. than our competitors," Shirer said.

Contact Mike Shirer. ■

Computerworld is tops in five ASBPE awards categories



35th ANNUAL PRINT & DIGITAL
AZBEES
American Society of Business Publication Editors

Computerworld won five gold "Azbee" awards for editorial and graphics excellence at the annual ASBPE national conference in Chicago last month. ASBPE is the professional association for full-time and freelance editors, writers, art directors and designers employed in the business, trade and specialty press. Computerworld's winning entries were:

Feature Article: In-depth Feature, More than 1,000 Words
"The Upside of Shadow IT"; April 23, 2012
Julia King, **Ellen Fanning**, **April Montgomery**

Feature Article: Solo Author
"Women in IT: How Deep is the Bench?"; Nov. 19, 2012
Tracy Mayor, April Montgomery, Ellen Fanning, **Mari Keefe**, **Sharon Machlis**

Front Cover – Illustration
The Cobol Brain Drain; May 21, 2012
April Montgomery, art director / Victo Ngai, illustrator

Opening Page/Spread – Illustration
The Cobol Brain Drain; May 21, 2012
April Montgomery, art director / Victo Ngai, illustrator

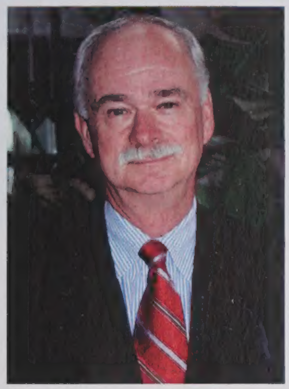
Web Database
Salary Survey 2012; April 9, 2012
Tracy Mayor, Mari Keefe, Ellen Fanning, April Montgomery, **Piyush Ailawadi**, **Emily Hart**, **Trever Cumming**, Editorial Staff & Contributors

Computerworld, Network World and CIO were also recognized by ASBPE with silver, bronze and Top 10 awards in a variety of categories. Click here to view those honors on IDG Central. For the full list of ASBPE winners click here. ■

OneonOne

David Hill

IDG Communications



The newly promoted president of IDG Communications is this week's columnist. Reach him at david_hill@idg.com.

"Everyone struggles a bit with change, but transitions such as this one seldom involve nearly as much change as people fear. All the great things that Bob Carrigan started will continue. IDG has always moved by evolution rather than revolution. That won't change."

Q Can you clarify your responsibilities as president of IDG Communications?

A I will be overseeing IDG's international media activities around the world and watching over the various corporate support services including IDG Global Solutions, IDG Connect, IDG International Publishing Services, IDG List Services and IDG Human Resources. On the international side, IDG VP, International Finance **Keith Arnot** will take on operating review board (ORB) responsibility for additional European countries. Keith and I have handled the international markets together for many years, so this is business as usual.

I particularly look forward to working with **Michael Friedenberg** in his new role as CEO of IDG Communications U.S. I think we will make a good team with his incredible market knowledge, customer contacts and organizational skills and my international experience and in the area of support services. Much of what we each do will directly support the other. All the great products and services his teams develop can be rolled out worldwide, and the corporate services groups exist to make the customer-facing business units of IDG Communications more successful.

Q What should employees at IDG Communications' corporate services groups expect as you transition into your new role?

A They should expect me to ask a lot of questions! IDG's support groups function extraordinarily well. The men and women who run them know their business, know IDG, know their customers and know how to get things done. They do a great job. This is a chance for them to step up, take on new responsibilities and do new things. There are always things we can do better. My goal will be to learn as much as possible about those areas I have not worked with closely in the past and find ways to help them improve their products and services.

Everyone struggles a bit with change, but transitions such as this one seldom involve nearly as much change as people fear. The rest of the Management Team that has functioned so well together for the last eight years remains in place. All the great things that **Bob Carrigan** started will continue. IDG has always moved by evolution rather than revolution. That won't change.

Q What are your thoughts about how IDG is positioned and performing on a worldwide basis at this time?

A Bob Carrigan has done an extraordinary job of moving IDG from a traditional media company to the leading digital media company in the world. I have served as chairman of FIPP, the worldwide magazine media association, for the last two years. In this role I have met and spoken with the leaders of the major media companies in every corner of the planet. IDG amazes and awes these media executives who are still struggling with the very basics of digital media. IDG is the category leader in its field. There is no global competitor that can provide the total range of solutions to customers available from IDG. We have come through a tough period, particularly in Europe, but IDG is positioned to thrive as the global economy improves.

Q How much of your time do you anticipate will be spent traveling?

A Travel has always been a big part of my job. I have been traveling an average of well over 200,000 miles a year for more than 25 years. That's a lot of jet lag. But I learned from **Pat McGovern** many years ago that you can only accomplish just so much by phone or email. You need to meet with people, look them in the eye, read their body language, watch how they treat other people, see their office environment and pick up a hundred other details you can't get long distance.

I will remain ORB chair for an array of countries ranging from Australia to India. I will continue to work closely with **Jim Sullivan**, who watches over the needs of IDG licensees and partners around the world. I will attend IDG's managerial meetings and training meetings in Europe and Asia. And I will always be looking for new opportunities for IDG wherever in the world they may lie.

Q You have spent nearly three decades with IDG. Any reflections on the company and the changes you have seen?

A IDG is such a success story and such a great place to work. I want both to continue. It is a place where we are always learning, always innovating, always launching, always growing. And we have a lot of fun doing it. I think that is why many of us stay here for so long. I came to IDG originally as an editor, and I never expected to land in this new role. But when Pat calls, it is hard to say no!

Finally, my great thanks go to Bob Carrigan for his willingness to work so closely with Michael Friedenberg and myself on this transition before he goes on to his next big thing.

IDG Australia assumes responsibility for New Zealand titles

Previously published by Fairfax Media, brands include Computerworld, CIO, PCWorld and Reseller News

IDG Australia has completed the takeover of the four IDG titles previously published by Fairfax Media in New Zealand. The brands – Computerworld, CIO, PC World and Reseller News – previously published both in print and online, will now be online-only with the exception of CIO New Zealand, the print version of which is integral to the brand's event offering, said IDG Australia Managing Director **Davy Adams**.

"With Fairfax Media deciding to give up the license for the IDG titles, we looked at finding a new partner in New Zealand versus letting the team in Australia take over the business, but the IDG Australia solution made more sense," said **David Hill**, president of IDG Communications. "There is a very large common customer base between the two countries, and Davy Adams made a good case for being able to serve our regional customers better with this approach."

Divina Paredes

Nick Elias

Harley Ogier

In support of these additions to its lineup, the company has hired **Divina Paredes**, who will serve as editor of CIO New Zealand; **Harley Ogier**, editor of PC World New Zealand; and **Nick Elias**, general manager, sales. A third editor is being recruited to oversee Reseller News and Computerworld.

*IDG Australia's development team includes (l-r): **William Nguyen**, lead developer; **Andrew Widjaja**, head of development; **Matt Stevenson**, senior developer; **Kelvin Tse**, online lead designer.*

Andrew Widjaja, newly appointed head of development at IDG Australia, led the effort to transfer Computerworld.co.nz, CIO.co.nz, PCWorld.co.nz and Resellernews.co.nz to IDG Australia's site templates, allowing the brands to share the same content management system and servers. "Andrew has done an incredible job managing that process, which went more smoothly than I could have dared to hope for," Adams said.

With about 60% of the buying decisions for New Zealand made in Australia "our trans-Tasman operation gives us better coverage than a New Zealand-only business could deliver," Adams explained. "It enables us to answer 'yes' when customers ask if we can help them with New Zealand campaigns. And because we're using the same online platforms we can deliver programs with a cost-efficiency that a stand-alone New Zealand operation would not be able to match."

Noting that the incremental cost to replicate a Computerworld Australia microsite on Computerworld New Zealand's site is negligible, Adams added, "we can do keenly priced deals that would not be possible for a small stand-alone territory. We can also achieve similar savings with our events portfolio by leveraging keynote speakers across the two countries."

Adams said there is a channel event currently scheduled in New Zealand in October and that his team will likely work with IDC New Zealand on its CIO Summit scheduled for next June. "We will also be beefing up the events capacity of CIO and Reseller News with roundtables and extensions of our multi-city programs that currently run in Australia," he said, noting that it is likely a dedicated events person will be needed in New Zealand at some point.

Over the past few months, Adams said he has been meeting with a number of vendor partners in New Zealand "and there is a tremendous amount of goodwill toward our brands, which are perceived as high quality and ethically run in contrast to the competition they face there. In the channel space especially, we have been greeted with very clear 'we will support you' messages from the managing directors of many local vendors and distributors," Adams said.

IDG launched its wholly owned New Zealand subsidiary in 1986. In 2006, Fairfax Media acquired the Computerworld, CIO, Reseller News and PC World titles, which it published in print and online until this June.

For more information, contact Davy Adams, Divina Paredes, Nick Elias or Harley Ogier. ■

Partner profile

"Content is capital" at IDG's Hungarian licensee

Back row (L-R): ***László Rafael****, sales manager, SmartSense;* ***Tamás Bürger****, marketing assistant;* ***Tibor Haraszi****, editor-in-chief, PC World;* ***Imre Dávid****, deputy editor-in-chief, PC World Online;* ***Gergely Farkas****, journalist, PC World;* ***Dávid Mártha****, deputy editor-in-chief, GameStar;* ***Zsuzsanna Szalai****, accountant;* ***Krisztina Selmeczi****, finance associate,* ***Gábor Rónay****, system administrator;* ***Éva Sós****, deputy editor-in-chief, Computerworld;* ***Krisztián Faragó****, online campaign manager;* ***Ilona Bíró****, event management secretary;* ***Éva Vezér****, international sales executive;* ***Viktor Fülöp****, project manager;* ***Endre Cs. Nagy****, video editor;* ***Péter Horváth****, editor-in-chief, GameStar Online;* ***Mónika Babinecz****, operations manager;* ***Krisztián Váraljai****, editor-in-chief, PC World Online;* ***Lóránd Vörös****, deputy editor-in-chief, GameStar;* ***István Berényi****, graphic designer; and* ***Viktor Csipán****, programmer. Front:* ***Gergely Lukács****, graphic designer;* ***Márton Virágh****, managing director,* ***Magdolna Kudella****, editor, PC World, GameStar;* ***Erika Király****, media consultant, SmartSense;* ***József Mocsáry****, editor-in-chief, GameStar;* ***Éva Fainné Lacsny****, media consultant, SmartSense;* ***Andrea Bohn****, office manager, SmartSense; and* ***Jován Pavlovic****, deputy editor-in-chief, Computer-World Online.*

Company name: Project/029 Media and Communication Ltd.

Location: Budapest, Hungary

Brands published under license to IDG: PCWorld and GameStar as monthly magazines and Computerworld as a biweekly newspaper (all three have online versions); Macworld for the iPad and soon for Android tablets as well.

Number of employees: 20, plus contractors.

Primary IDG contact: Managing Director **Márton Virágh**

Year license signed with IDG: November 2012. IDG Hungary Ltd., a subsidiary of IDG since it was established in 1991, was sold to Mazaj Media and became Project/029 Media, a licensee of IDG, in November of 2012. Virágh said the company's name suggests that "this is not our first project and definitely not our last. Also, we signed the contract with IDG on Nov. 29. We were secretive about it and referred to it as 'the project on the 29th.' We like to use the /, which is emphasized in our logo and because division by zero is cool."

The transition from subsidiary to licensee went smoothly, according to Virágh. "I had worked at IDG Hungary as a freelance writer and in 2009 was named editor-in-chief of GameStar and later publisher of GameStar and PC World. I left the company briefly in 2012, but the new owner asked me to return." Since the sale, Virágh said his team has been "working hard to improve the quality of all of our products, both online and print. When we're done, we'll start expanding our portfolio, but first we want to make our PC World, GameStar and Computerworld worthy of their international fame and esteem."

Virágh noted that Project/029 recently redesigned gamestar.hu and the print PC World magazine, which will be followed by a new pcworld.hu and then a new computerworld.hu. "We're also working on the Android version of our digital magazine platform, as well as designing the mobile- and tablet-optimized versions of all our sites," he said.

"We have a 22-year history as IDG Hungary," he continued, and while the chance to rejoin the company as part of the management team was "a once-in-a-lifetime opportunity," it was also a huge challenge. "We had to communicate that we wanted to honor our history but still aim to reach our full future potential. I think our partners got the message. We're 22 years old, and we're seven months old at the same time. However, we have the world's biggest IT media company as a trusted partner."

> "IDG's internal information flow is great, and learning about projects at other IDG companies, subsidiaries and licensees alike, is always a great source for inspiration."
>
> *Márton Virágh*

Competitive landscape: Virágh said Project/029 has "direct competition on every front — PC World goes up against Chip, GameStar competes with PC Guru and Computerworld with IT Business." However Project/029

Continued on next page

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Mary Fanning *IDG Communications*

27
David Bromley *IDG Int'l. Publishing Services*

24
Heinrich Vaske *IDG Germany*

17
Andrea D'Amato *IDG Global Solutions*
Maria Koprowska *IDG Poland*

16
David Lake *IDG Consumer & SMB*

14
Aaron Jones *IDG Communications*
Laurie Butson *IDG Training & Development*

13
Markus Pilzweger *IDG Germany*
Mena Cherta *IDC Miami*

11
Edgar Fierro *IDC Mexico*

9
Martine Res *IDG Netherlands*

7
Bethany Whiffin *IDG Communications*
Judy Brown *IDG Connect*
Marcus Jerräng *IDG Sweden*
Gerson Sakurai *Now! Digital Business*

6
Fredrik Roos *IDG Sweden*
Konrad Karczewski *IDG Poland*
Rob Burbach *IDC Canada*

5
Kory Salsbury *IDG Communications*

4
Josh Grossberg *IDG Global Solutions*
Kathryn Cave *IDG Connect International*

3
Natanja Friedrich *IDG Sweden*
Fredric Holmgren *IDG Sweden*

2
Diana Scott *IDG Communications*
Oscar Englund *IDG Sweden*
Oscar Wallgren *IDG Sweden*
Renata Grabowiec *IDG Poland*
Agata Kubiak *IDG Poland*
Abraham Llandez *IDC Mexico*

1
Hans Peder Hostrup *IDC Nordic*
Ngan Nguyen *MRD Vietnam*

continued from page 5

Partner profile

has "a complete IT portfolio, which no one else has in Hungary," he said "and the broad spectrum brings many valuable synergies. This is one of our most important assets."

Project/029's offices are located at the Madach Trade Center in Budapest, Hungary.

Biggest competitive challenges: "Just like everybody else, we're struggling with the declining ad revenues," Virágh said. However, Project/029 must also deal with the uncertainties of the Hungarian economy and constantly changing tax rates. "These are our competitors' problems as well," Virágh said. He said his team's biggest challenge lies in maintaining "the quality and prestige" of its print magazines and being the best online IT-content provider. "Our competitors are strong in online or strong in print; none of them try to be strong in both, but we do," he said. "What's more, we're aiming to dominate the digital IT magazine market as well. We can't settle for less; that's the extra challenge that comes with having a broad portfolio. Content is our capital."

Benefit of partnering with IDG: "IDG's internal information flow is great, and learning about projects at other IDG companies, subsidiaries and licensees alike, is always a great source for inspiration," Virágh said.

On the transition to digital: According to Virágh, the "first and most obvious method" was to clone Project/029 print magazines for tablets and enhance them with some interactive elements "to try to get some extra revenue from them without cannibalizing an already declining print buyer base." Due to Hungary's small market size, the difficulties of a slowly growing tablet market was also an issue. Project/029 made Macworld a free digital magazine for iOS, which immediately broadened its potential with both readers and advertisers. "This is the direction we're moving in," Virágh said. "We believe in free magazines — as long as they have high standards and don't seem cheap readers will be engaged. The free magazine model gives us a much bigger, more significant reach. Of course, there are cultural reasons for it as well, like the unwillingness of Hungarian readers to accept a high initial cost."

Events produced under license to IDG: The CIO Hungary conference is Project/029's most important IDG-related event, and there are plans to launch a Computerworld-branded event in the future. ■

Address information for New Zealand editorial staff

Staff working on New Zealand titles will be located at:
Office address:
Level 1, 149-155
Parnell Road,
Parnell , Auckland 1151

Postal address:
PO Box 37966
Parnell, Auckland 1151

09 9729 470 – Main IDG New Zealand number

noteworthypeople

Promotions

IDC Singapore Research Manager **Harish Taori** has been promoted to associate research director for Custom Research and Consulting, Asia/Pacific. "Over the last two years Harish has been playing a key role in the Consulting team in AP," said **Victor Lim**, IDC Singapore VP, Consulting. "He has risen to play a more strategic role in the consulting arena, from leading new practice area development, directing multiple delivery teams on consulting projects and becoming the leader to help develop and drive proposals." htaori@idc.com

IDC Singapore Associate Director **Letchmy Ganapathy** has been promoted to research director, End-User Research and Statistics (ERS). "Letchmy has been the stalwart leader of the ERS team for as long as I have been with IDC," said Lim. "Over the years she has played a key role in building up the ERS expertise in the company such that it is a competitive differentiator for IDC today. Letchmy manages a multiple-country team, and her team has helped many of us run our research better. Unknown to many of us, Letchmy has also been active in introducing new primary research ideas and methodologies to IDC, new analytical tools as well as finding new fieldwork partners to support IDC's growth." lganapathy@idc.com

IDC Singapore Program Manager **Daniel-Zoe Jimenez** is now senior program manager, Big Data and Next-Generation Enterprise Applications. "He has developed a clearer plan for seeding greenfield accounts and has invested more into promoting the IDC research agenda with our larger accounts," said Research Director **Craig Stires**. "Daniel has played key roles in the delivery of early-stage Big Data projects. Coupling a robust syndicated research schedule across two programs, with successful consulting engagements, Daniel is becoming an expert at understanding and contextualizing the innovations and acquisitions of a broad range of vendors across Asia/Pacific." dzjimenez@idc.com

Mark Lee, market analyst with **IDC Singapore**'s Storage team, is now senior market analyst. "Mark has been a key member of the AP Storage team since 2009, playing an anchor role through a major transition that the team went through in 2011," said **Rajnish Arora**, IDC Singapore associate VP. "Over the past 18 months, Mark has taken on the role of lead storage analyst for ASEAN and has the herculean task of traveling to multiple ASEAN countries every quarter to develop a deeper understanding of the local storage market dynamics." marklee@idc.com

IDG Singapore Account Manager **Marc Chin** has been promoted to regional account manager. "Marc started his career in IDC as a senior market analyst for the regional consulting practice. After a couple of years, he transitioned to the Regional Sales team and in his first sales year clinched the Salesperson of the Year award by outperforming his peers and achieving 120% of his sales target," said Sales Director **Harsha Sundararaman**. "He has been instrumental in identifying, driving and developing new business opportunities with key clients such as Lenovo and Canon and has grown his portfolio of accounts successfully and has consistently delivered remarkable financial results." mchin@idc.com

New employees

Larsen

Bryce Larsen joins **IDC California** as a senior account executive; he was previously an account manager for the start-up firm Appcelerator. A graduate of Loyola Marymount University in Los Angeles, he holds a B.S. in electrical engineering. Away from the office he enjoys playing soccer and spending time with his wife and year-old son. blarsen@idc.com

Framingham employees help local children head back to school in style

Schoolchildren served by the Tri-County United Way in Massachusetts' Metrowest area will head off to class at the end of this month with all the school supplies they need, thanks to the generosity of IDG's Framingham-based employees.

The program was coordinated by IDG World Expo Accounting Coordinator **Amy Dulak**, who worked with the United Way; **Michelle Chase**, executive assistant in the Corporate Services Group; and **Gina Galvagni**, HR coordinator, IDG Communications. It got underway with IDG, IDG Enterprise and IDG World Expo joining forces to purchase 126 backpacks. Employees at IDG World Expo, IDG Enterprise, IDG Research, IDG List Services, IDG Connect, IDG Global Solutions, and IDG Corporate Services were provided with lists of items requested by the United Way and filled donation boxes placed in the common areas of their offices.

*Some of the employees from IDG World Expo pose with the completed backpacks before sending them off to the United Way. They include (clockwise from bottom left): **Jay Long**, marketing manager; **Kathy Moran**, senior manager, Conferences and Programs; **Bryan Rusciano**, senior operations manager; **Giovanni Stein**, sales manager; **Susan Celli**, sales manager; **Donald Young**, senior program manager, **Stephen Galeotalanza**, senior manager, Registration and Housing; and **Nina Carrara**, VP, Events.*

Last week staff members gathered to fill the backpacks with everything a young student could need including spiral notebooks, crayons, liquid glue, scissors, notebook paper, rulers, pencils, paints and tissues.

A total of 60 backpacks were filled with all the requested items and sent off to the United Way along with five large boxes of additional supplies and the remaining 66 backpacks. "We received an overwhelming number of donations, including from many of our remote staff," said Dulak, "it was a great response by all business units involved!"

For more information, contact Amy Dulak. ■

IDGtrivia

How much do you know about IDG?

1. Which of the following titles was not published by IDG in the U.S. at one time?
a. MicroMarketWorld
b. Digital News
c. Computer Reseller News
d. The Industry Standard

2. IDG Chairman Pat McGovern founded the company almost 50 years ago in a house in Newton, Mass., commonly referred to as:
a. the White House
b. the Grey House
c. the Blue House
d. the Green House

3. In 1969, IDC established its first overseas office. Where was it located?
a. Munich
b. London
c. Tokyo
d. Paris

4. Which of the following people has not served as CEO of Computerworld U.S.?
a. Bob Carrigan
b. Joe Levy
c. Matt Sweeney
d. Robert Metcalfe

5. Why was IDG's first publication Computer World News shortened to Computerworld?
a. a competitor's publication already had that title
b. the title was too long in the selected font to fit in the space allotted by its print shop
c. a copy editor accidentally omitted the "News"

6. Which of the following publications has Bob Carrigan not worked for?
a. Computerworld
b. Digital News
c. PC World
d. Network World

7. "Every issue is read by two percent of the population between 16 and 65 years. Who can challenge that?" said this publication's editor-in-chief on its 25th anniversary. What was the publication?
a. Le Monde Informatique (France)
b. Computer Sweden
c. Computerworld Singapore
d. PCWorld U.S.

8. IDG first entered Asia in 1972. What was the country?
a. Japan
b. Singapore
c. China
d. Taiwan

9. From where does IDG's largest regional audience come?
a. Europe
b. Asia
c. North America
d. South America

10. IDG Books published its first self-help book in 1991. What was its title?
a. Lotus 1-2-3 for Idiots
b. Easy Excel
c. DOS for Dummies
d. PCs for the Rest of Us

Answers: 1. c: Computer Reseller News. 2. b: the Grey House. 3. b: London. 4. d: Robert Metcalfe, though he did serve as publisher and CEO of InfoWorld. 5. b: title wouldn't fit 6. d: Network World. 7. b: Computer Sweden. 8. a: Japan. 9. a: Europe 10. c: DOS for Dummies.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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International Data Group (IDG) is the world's leading technology media, events and research company. Founded in 1964 and based in Boston, Mass., IDG products and services reach an audience of more than 280 million technology buyers in 97 countries.

IDG Communications' global media brands include ChannelWorld®, CIO®, CSO®, Computerworld®, GamePro®, InfoWorld®, Macworld®, Network World®, PCWorld® and TechWorld®. IDG's media network features 460 websites, 200 mobile sites and apps and 200 print titles spanning business technology, consumer technology, digital entertainment, and video games worldwide. The IDG TechNetwork represents more than 500 independent websites in an ad network and exchange complementary to IDG's media brands.

IDG produces more than 700 globally branded technology and entertainment conferences and events in 55 countries.

IDC has more than 1,000 analysts who provide expertise on technology and industry opportunities and trends in more than 110 countries.

More at http://www.idg.com.

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Bob Carrigan steps down as CEO, accepts position on IDG board

Michael Friedenberg, David Hill tapped to lead IDG Communications

*IDG Communications CEO **Bob Carrigan** (r), who will leave his position at the end of the fiscal year, with **Michael Friedenberg**, **David Hill** and IDG Chairman **Pat McGovern** at the company's U.S. headquarters in Boston.*

IDG Communications Worldwide CEO **Bob Carrigan**, who began his 20-plus-year IDG career as an intern while still an undergraduate at Boston University, has announced that he will leave his position at the end of the fiscal year. Carrigan has been invited to join the IDG Board of Directors and will continue as a member of the CEO Advisory Board at IDG Ventures (USA).

"Bob has been instrumental in creating a culture of innovation that has enabled IDG business unit leaders to rapidly and profitably rethink their ways of delivering content and advertising to our customers," said IDG Chairman **Pat McGovern**. "I am delighted he has agreed to join our board of directors as a trusted company advisor so that we will continue to benefit from his expertise."

In the wake of Carrigan's departure, two experienced senior IDG executives have been tapped to lead IDG's continued global growth. **Michael Friedenberg**, currently president and CEO of IDG Enterprise, has been named CEO of IDG Communications

continued on page 2

Top News

IDGE event promotes collaboration between CIOs, CMOs

Google AdExchange boosts Tech Media Germany's interactive revenue

Email Marketing Manager Georg Sing celebrates his 30th year of service at IDG Germany.

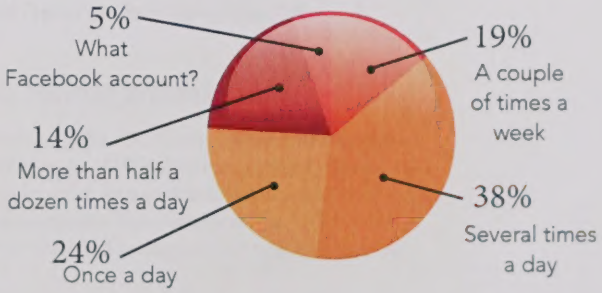
SEE MORE ON PAGE 5

CIO Publisher Emeritus Gary Beach has just published a book exploring the U.S. technology skills gap.

SEE MORE ON PAGE 6

Question of the week results

How often do you log into your Facebook account?



Log on to www.idgcentral.com to vote on this week's question:

What do you think of Apple's practice of searching employees' bags, during uncompensated time, before they leave U.S. retail stores?

CLICK HERE

continued from page 2

Carrigan

U.S., and will oversee IDG's U.S. B2B and consumer brands as well as IDG TechNetwork (U.S.) and IDG World Expo.

David Hill, president and CEO of IDG International Publishing Services, has been named president of IDG Communications. In this role, he will oversee IDG's corporate services groups, including IPS, IDG List Services, IDG Research Services and IDG Human Resources; as well as IDG Connect; IDG Global Solutions; and media operations in 97 countries.

"As long-term employees of IDG Communications, Michael and David are familiar with and committed to our corporate values, goals and operations. They have a high respect for the management of the various IDG Communications business units, and I don't anticipate any significant near-term changes in the day-to-day operations of our company," McGovern said. "I believe employees can expect that we'll continue to focus on making our customers successful, adapting to changes in the market and being open to trying new approaches and solutions."

> "It is not easy to step away from a job that I love, but I am honored that Pat has asked me to serve on the IDG Board of Directors and that I will continue to be an advisor to IDG Ventures."
>
> *Bob Carrigan*

"It is not easy to step away from a job that I love, but I am honored that Pat has asked me to serve on the IDG Board of Directors and that I will continue to be an advisor to IDG Ventures," said Carrigan, who noted that he will spend the next two months transitioning his responsibilities to Friedenberg and Hill, providing support and guidance, "particularly as it relates to the budget planning for FY 14-16."

As far as the difficult decision to step down, Carrigan said, "My decision is personal. I have traveled millions of miles in this job and have had the tremendous pleasure of spending time with my IDG colleagues around the globe. On top of the global travel, I commute to Boston several days a month from the New York area, where my family lives. I have two young boys and a daughter who will be at home for only one more year before she goes to college. So as the new fiscal year approached, and considering that we have so much leadership depth throughout IDG, I made the hard decision to step out of my operational role. I am not sure where I will end up in terms of my next job, but I am happy that I will stay very connected to IDG via my Board role and my advisory position with IDG Ventures."

"Bob has solidified IDG Communications' reputation as a digital media company and a worldwide leader in the tech event and media space," McGovern noted. "In addition to leading the transition of IDG's print publications to digital, he has significantly expanded IDG's event portfolio and launched new brands and services including IDG TechNetwork, IDG Connect and TechHive. Today, more than half of IDG Communications' revenue comes from online and digital sources.

"Please join me in wishing Bob well and in welcoming him to his new role with IDG and in congratulating Michael and David on their new roles." ■

Michael Friedenberg to join IDG Communications Management Team

Newly named CEO, IDG Communications U.S. **Michael Friedenberg** will now join the IDG Communications Management Team. This group approves the annual business plans for the operating units of IDG Communications, reviews the performance of each business unit versus plan each month and takes steps to solve financial and/or business challenges that face IDG Communications' operating units when they occur. They also nominate the winners of the IDG Communications Chairman's Cup and the IDG Communications Entrepreneur of the Year and recognize the best-performing business units in a variety of operational categories.

Current members of the Management Team include:

- **Michael Friedenberg**, CEO, IDG Communications, U.S.
- **David Hill**, president, IDG Communications
- **Ted Bloom**, CFO and treasurer, IDG
- **Keith Arnot**, VP/international finance, IDG International Controller's Office
- **Kevin Krull**, VP/business operations and general counsel, IDG
- **York von Heimburg**, president and CEO, IDG Communications Media AG
- **Pat McGovern**, chairman, IDG

New IDG Enterprise event focuses on paving the way for more collaboration between CIOs, CMOs

IDG Enterprise's inaugural CIO/CMO Agenda, produced in partnership with The CMO Club, focused on the benefits of strengthening the partnership between chief information officers and chief marketing officers. The June 27 event in San Francisco drew an audience of more than 70 CIOs and CMOs eager to learn how to work together to harness creativity, data and the latest technologies for business results — and visibility with their CEOs and boards of directors.

*(L-R): The CIO/CMO Agenda was moderated by **Bob Melk**, SVP, group publisher and CMO, IDG Enterprise; and **Maryfran Johnson**, editor-in-chief, CIO and Events, IDG Enterprise. **Kathleen Schaub**, VP, CMO Advisory Service, IDC was a featured speaker on the topic "The CMO as Master of Data." Other speakers and panelists came from Time Warner Cable, Electronic Arts, Dun & Bradstreet, Sony Pictures Entertainment and Viking River Cruises.*

"Recent research has shown an expected shift of IT purchasing dollars to the marketing function," said **Anne McCrory**, IDG Enterprise VP, Marketing and Content Strategy. "The CIO/CMO collaborative market is an untapped one, as evidenced by the feedback from the audience on both the IT and marketing sides."

McCrory said she designed the agenda in consultation with The CMO Club, a CMO-only community and resource founded in 2007. McCrory worked with them "to make sure we were targeting points of interest for that audience. Because we were targeting a high-level audience of only VPs and C-level executives, we knew they would value networking more than anything else. So we built in a lot of interactive elements where they could meet the other attendees, including a moderated networking session and a workshop." The event was free to attendees.

"CIO Publisher **Adam Dennison** approached The CMO Club," said IDGE SVP, group publisher and CMO **Bob Melk**, who also acted as the day's emcee. "Their founder Pete Krainik brought some terrific speakers to the table and helped us ensure alignment of conversation between these two C-level groups."

One of the moderated networking sessions was titled "Building Credibility with the CEO and the Board" in which attendees broke into groups to brainstorm answers to a range of questions and then discuss their ideas with a panel of CIOs and CMOs, giving the audience a chance to learn from their peers. Among the questions asked were, "How do you know your marketing efforts are paying off?" "How do you present to the board?" and "What are the top two capabilities that marketing and IT each have that the other should know about?"

> "Recent research has shown an expected shift of IT purchasing dollars to the marketing function. The CIO/CMO collaborative market is an untapped one."
>
> *Anne McCrory*

The moderated networking session was based on the models IDGE has used at its CIO Perspectives and Data+ (formerly BI and Analytics Perspectives) events.

"What we wanted attendees to take away from the day was a better understanding of the challenges their counterparts face and get the wheels turning in terms of how to work together to make things happen faster and better," McCrory said.

Marketing outreach for the event, led by Marketing Director **Lori Spendley** and assisted by Marketing Specialist **Kristin Jeannotte**, included personal LinkedIn invitations from Melk and cross promotions with other IDGE events and partnering with The CMO Club. To slow attrition and keep the event top of mind, IDGE used retention emails and confirmation calls touting content and who else was attending. "We never stopped marketing," Spendley said. "People's schedules can change so you want to keep it on their radar."

"It was a great event," Melk, noted. "Engagement among both CIOs and CMOs was very high and while there's much work to be done, it's clear that these two C-level executives must urgently continue to grow their relationship and establish new best practices to benefit areas of mutual interest and responsibility." He added that IDGE has been focusing on new events "that resonate with our core audience and the increasing stakeholders in the IT purchase process. We've launched new programs in tech categories such as Big Data and Private Cloud, as well the business value at the strategic level of enterprise organizations such as this CIO/CMO Agenda."

For more information contact Anne McCrory. ■

Google AdExchange boosts Tech Media Germany's interactive revenue

Since 2007 IDG Germany has offered anyone with Internet access an online test to gauge how fast — or slow — their broadband connection is. Speedmeter recently became a profit generator for IDG Germany, thanks to a combination of real-time advertising and Deutsche Telekom, the country's largest DSL provider.

According to **Andreas Perband**, senior editor of pcwelt.de, Deutsche Telekom announced in June that, because of the cost of high volumes of data being transferred, Telekom DSL users will see a reduction in their home access speed for the rest of their month's billing cycle once they have downloaded or uploaded 75GB of data. "This ended up causing a real social media firestorm for Deutsche Telekom," Perband said. "Many customers have been using our Speedmeter to see if Telekom was slowing them down."

In February, IDG Tech Media had linked Speedmeter to Google AdExchange, which sells ad inventory on an automated basis based on advertisers purchasing keyword search results. "As a result of users doing Google searches using relevant keywords like 'speedtest' and 'speedmeter,' traffic to our DSL test grew in an amazing way," said **Edmund Heider**, IDG Germany director of ad management. "And so did our eCPMs because Telekom's competitors threw tons of advertising money into Google AdExchange for those keywords, and we were the ones collecting that money because we'd linked Speedtest to AdExchange through the simple addition of the AdExchange HTML code to Speedmeter."

IDG Germany Yield Manager **Domink Feike** explained how a media firestorm became a monetary flood for IDG Tech Media. "eCPM means 'cost per thousand,'" he said. "The higher it is, the more money you earn from a thousand people being delivered an ad on your website. In automated buying like Google AdExchange, eCPMs in Germany are around 2 to 3 euros [US$2.63 to $3.95]." However, he noted, the eCPM price is determined by the amount advertisers are willing to pay. "One advertiser may say, 'A thousand Speedmeter ad impressions are worth 8 euros to us,' while others may offer 3 or 5 euros. We decide the winning bids, say that 3 and 5 euros are too low and, of course, sell an eCPM for 8 euros. The reason we can take the highest bid is that Telekom's competitors are searching like crazy for new customers because so many Telekom users are unhappy with the new data/speed restrictions."

*(L-R): IDG Tech Media Germany Publisher **Jonas Triebel**; Director, Ad Management **Edmund Heider**; Yield Manager **Dominik Feike**; Senior Marketing Manager **Sabrina Schmidt**; and PC-WELT Senior Editor **Andreas Perband**.*

With all of IDG Germany's websites linked to Google AdExchange, the online team focuses on yield management. Said **Sabrina Schmidt**, IDG Tech Media senior marketing manager, "Our goal is to sell every single ad impression for the maximum price, and we have a variety of tools to do that." The Tech Media team, she said, tries to get the most from every impression, gauging each day to see how much can be charged for an impression, an amount that can change in hours. "In the Deutsche Telekom example, Telekom's competitors were willing to pay super-high prices for several days after Telekom's announcement." Schmidt noted, however, that eCPM prices can't be raised on a whim or raised too high. "It's like selling ice-cold lemonade on a hot day," he said. "Everybody wants it, but if your price goes too high you won't sell any of it. Our lemonade is our consumer website ad inventory."

IDG Tech Media Publisher **Jonas Triebel** added that IDG Germany's sites "always earn a lot of money from the AdExchange" when topics like the Deutsche Telekom announcement hit the general media. "Every hot technology topic that catches fire with the whole society is a good one for us as they boost our traffic," he said. "We love it when technology topics hit the mainstream news, as it always brings our sites up in Google News rankings, which is great in terms of traffic — and ad sales."

To read more about Speedmeter go here. For more information contact Jonas Triebel. ■

noteworthypeople

Promotions

Marfori

IDG Consumer & SMB Program Developer **Tina Marfori** has been promoted to Senior Manager of IDG Creative Lab's Marketing Services team. "IDG CSMB and TechNetwork custom teams, Tech Media Lab and ContentWorks have now been integrated into one unit, the IDG Creative Lab," said Creative Lab VP **Ekapat Chareonlarp**. "I am thrilled to announce the creation of the new Marketing Services team, headed by Tina. I trust that with Tina's leadership, this talented team will be the thriving service arm for our business." tmarfori@idgcsmb.com

New employees

James Wester joins **IDC Financial Insights** as research director, Payments. He was previously senior editor of Mobile Payments Today and an affiliate analyst with Yankee Group. He earned a B.A. in English from Drury University in Springfield, Mo., and an M.S. in IT management from the University of Virginia in Charlottesville. Away from the office he enjoys hiking and is currently training for his first marathon. jwester@idc.com

Malik

Umair Malik joins **IDG TechNetwork** and **IDG Consumer & SMB** as a yield analyst in New York City. Prior to joining IDG, Umair was a senior yield specialist at ad tech company OpenX/Lift. Before that, he worked as a yield specialist at supply side platform company LiftDNA, which was acquired by OpenX/Lift. He holds a bachelor's degree in business marketing and an associate degree in business administration, with a minor in computer science. In his free time he plays cricket and enjoys long drives exploring destinations outside the city. umair_malik@idgtechnet.com

Returning employees

Zaborowski

Chip Zaborowski returns to IDG as an account director, digital, for **InfoWorld**. Based in Framingham, Mass., Chip previously was a senior sales executive at Intercall. Prior to that, he worked for several IDG business units, including IDG List Services, IDG World Expo and most, recently, he was with IDG Global Solutions from 2001 to 2004. Outside the office, he enjoys fishing and spending time with his family. chip_zaborowski@infoworld.com

Steve Kempton has rejoined **IDC** in its San Mateo, Calif., office as assistant vice president, sales. Steve previously spent nine years in sales at IDC, leaving in February 2012 to become an account executive in corporate sales at Salesforce.com. He earned a degree in business communications from Ohio University in Athens, Ohio. skempton@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Chris Cuoco *IDG Enterprise*

19
Håkan Ogelid *IDG Sweden*

17
Brian Kukowski *IDG*
Rumi Nakano *IDC Japan*

16
Bing Zheng *IDG Asia*

15
Michele Putt *IDG International Publishing Services*
Alaine Petrissans *IDC France*

14
Laurie Butson *IDG*

13
Nelly Visanji *IDG Sweden*

11
Alexa Wriggins *IDG Consumer & SMB*

10
Karen Haslam *IDG U.K.*

9
Henry Nguyen *IDG Ventures Vietnam*
Sarah Santos *IDG*

6
Gail Nelson-Bonebrake *IDG Consumer & SMB*
Andrew Alpert *IDG World Expo*
Jackie Mellen *IDG World Expo*

5
Michael Latchford *CXO Media*
Matthew Smith *IDG Connect International*

4
Jeff Gallagher *Computerworld*
Quang-Tue Nguyen *IDC Canada*

3
Lori Spendley *IDG Enterprise*
David White *IDG Consumer & SMB*
Martin de Besche *IDG Sweden*
Katarina Lemon *IDG Sweden*

2
Elaine Lee *CXO Media*
Julie Mance *IDG Enterprise*
Jay Alabaster *IDG*
Lukas Löfgren *IDG Sweden*
Anna Sundström *IDG Sweden*
Fabio Jose Oliveira de Oliveira *IDC Brazil*
Jeffrey McIntosh *IDC Canada*

1
Matt Rosoff *CXO Media*
Richard Hein *CXO Media*
Bill Kiszka *IDG Enterprise*
Alex Burinsky *IDG*
Amy Dunn *IDG TechNetwork*

Sing celebrates 30 years at IDG Germany

COMPUTERWOCHE
TEC
30

MONIKA KUKULJ

Georg Sing*, e-mail marketing manager for IDG Germany's Database Operations group, holds flowers he received from his colleagues last week to mark his 30th anniversary with the company. He and his family will also enjoy a boat tour of the Chiemsee — one of the Bavarian lakes — and a trip on an antique train in the region. (L-R): IDG Germany President & CEO* ***York von Heimburg****, Human Resources Director* ***Christine Zwinger****, Sing, and Database Operations Manager* ***Mirja Wagner****.*

Be sure your business unit is represented in IDG World Update. Information about promotions, new employees, employee anniversaries, story ideas and photos depicting what's going on at the office may be sent to world_update@idg.com.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Gary Beach *CIO*
Monika Kukulj *IDG Germany*
Ann McCrory *IDG Enterprise*
Jonas Triebel *IDG Germany*
Sean Weglage *IDG Enterprise*

Gary Beach tackles U.S. technology skills gap in new book

CIO Publisher Emeritus **Gary Beach** has parlayed his long-time interests in the tech industry and the American educational system into his first book, "The U.S. Technology Skills Gap: What Every Technology Executive Must Know to Save American's Future." Published last month by John Wiley & Sons, the book quickly earned a favorable review in The New York Times and a spot on Amazon's "Hot New Releases" list in the Computers & Technology category.

Beach traces his inspiration for the book to two main influences. In 1995-96, while president/publisher of Computerworld, he was involved in the creation of Tech Corps, a nonprofit organization that challenges IT professional to get involved in efforts to educate and excite K-12 students about science, technology and math. Shortly thereafter, while publisher at CIO, he wrote a column based on a report from the U.S. Department of Education called "A Nation at Risk."

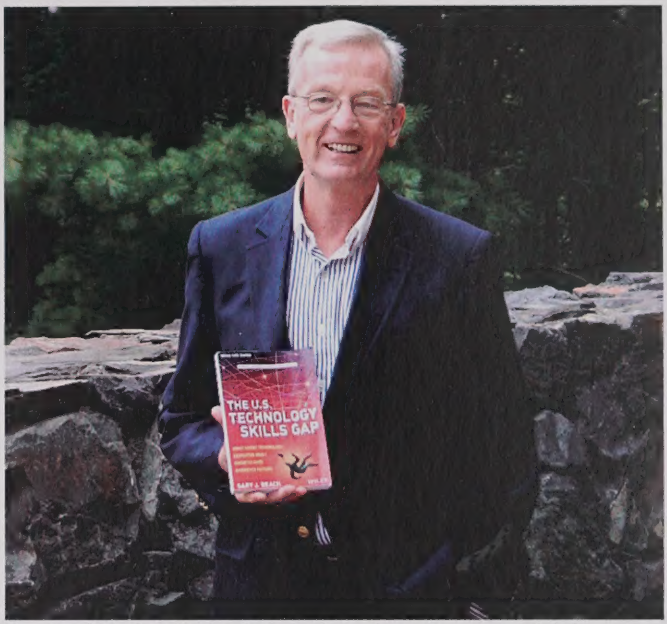
"Most of my columns generate about 10 responses," he recalled, "but for this one, more than 500 CIOs responded expressing their frusatration with the ability of schools to prepare students with the basic math, science, communication, collaboration and critical thinking skills needed in the 21st century workplace."

Beach spent several years gathering information about the skills gap in a folder he labeled "A Country Left Behind." At one of CIO's conferences, Beach talked with Boston Globe Columnist Scott Kirsner about the project, and he encouraged Beach to write a book. The book begins with a comprehensive review, starting in 1909, of math and science education in the U.S. "because that was the earliest date I could find evidence that pointed to math and sciences as subjects that Americans 'love to hate,'" he said.

Beach said the research for the book was fairly straightforward once he decided to organize the chapters into chronological order, though "the writing part was much harder. For two years I would wake at 5 a.m. with the goal of writing at least 500 words a day."

The book also looks into why warnings about lagging math and science skills have not been adequately addressed, offers inspiring examples of private company efforts to supplement public education and provides a 10-step action plan designed to solve the skills gap problem. Beach summarizes some of those recommendations:

- Every country needs a long-term national education strategy that outlasts the terms of elected politicians. The U.K. and China do a good job in this area.
- There is a huge image problem with young people and careers in IT, particularly with young women who often view jobs in IT as jobs for men. IT professionals should bond with guidance counselors at middle and high schools to help those counselors understand what careers in IT are all about.
- IT workers in mid-career should consider becoming math and science teachers; teacher salaries should be increased to attract those professionals."
- Every country needs to follow the example set by Germany to embrace career technical education programs to prepare young workers not inclined to attend university with a compelling career option.


LYNN HOLMLUND

Gary Beach's *early motivation for the book came in part from an overwhelming response to a column he wrote for CIO in the mid-1990s regarding the need for students to be better prepared for the 21st century technology workplace.*

Beach points out that many countries face a skills gap dilemma whereby even as unemployment rates remain stubbornly high, the number of jobs employers claim they can't fill continues to rise. "The skills gap has created a global war for talent," he said. "Which countries figure out how to solve the skills gap challenge will win that war for talent — and a lot more."

Beach said if he ever considered a follow-up book he'd like to write one that profiled 10 outstanding math and science teachers who would share their secrets to success. "At least a topic like that wouldn't call for 1,000 footnotes or a 12-page bibliography!"

Write to Gary Beach. ■

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29 JULY 2013 | VOLUME 43, NUMBER 29 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-6 | NOTEWORTHY - page 7 | UNSUNG HERO - page 9

IDC internship program offers students real-world experience

For the past 15 years, IDC U.S. has been providing talented college students an opportunity to gain practical experience while also making significant contributions to various departments.

SEE MORE ON PAGE 4

Also inside

IDG Norway continues operations as an IDG licensee

IDG Korea launches user experience conference

Carrigan named to Who's Who in Media Business list

One on one: IDG World Update editors respond to reader survey questions

Jason Gorud's new role strengthens IDG Global Solutions'and IDC in Asia/Pacific market

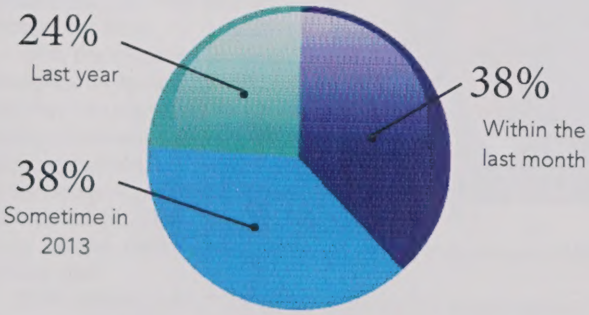
SEE MORE ON PAGE 6

Unsung hero: IDG Netherlands Traffic/Production Director Gerwin van Engelenburg.

SEE MORE ON PAGE 9

Question of the week results

When was the last time you used a CD for data, photos or music?

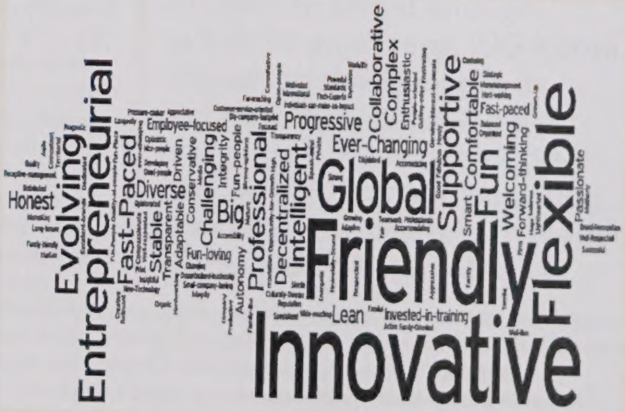


Log on to www.idgcentral.com to vote on this week's question:

How often do you log on to your Facebook account?

CLICK HERE

One word to describe IDG is...


Innovative
Friendly
Flexible
Global
Entrepreneurial
Evolving
Fast-Paced
Professional
Intelligent
Supportive
Fun
Collaborative
Complex
Enthusiastic
Progressive
Ever-Changing
Comfortable
Smart
Welcoming
Forward-thinking
Passionate
Fast-paced
Honest
Diverse
Stable
Transparent
Adaptable
Conservative
Driven
Challenging
Integrity
Fun-people
Big
Decentralized
Autonomy
Fun-loving
Employee-focused
Lean
Invested-in-training

This word cloud was created using feedback colllected from more than 100 employees from business units around the globe. The employees were participants in a series of focus groups and were asked what three adjectives best describe IDG. The bigger the word, the more times it was used. IDG Training & Development includes the graphic in its IDG Compass program, which explores various professional development realms and facets of the company with employees who have two to five years of service and are invited to attend.

IDG Norway continues operations as an IDG licensee

Earlier this month IDG sold its media company in Norway — a subsidiary since 1983 — to longtime Managing Director **Morten Hansen** who will operate the business as an IDG licensee.

"We are delighted that Morten has taken ownership of the Norwegian company," said IDG International Publishing Services President & CEO **David Hill**. "Our Norwegian readers and customers continue to get all the benefits of great IDG products and services, and the team in Oslo gets the benefits of being a locally-owned business."

The new company is called Techno Communications AS. The 35-person staff includes several people who joined IDG Norway during its earliest days. Computerworld Norway editor **Ahlert Hysing** joined in 1983; Hansen and **Thomas Bergerskogen** head of sales and marketing, both started in 1984.

Hansen expects to keep existing products for now, but PC World and IT-Bransjen (for resellers) will become sections within Computerworld Norway.The other brands are IT Karriere (focused on IT careers), Netverk & Kommunikasjon, Macworld and Telecom Revy (focused on the telecommunications industry). The company also operates a books division and a small IT training program.

Hansen

"In the short term, we have to make sure that all our activities are making positive contributions so we can build equity capital and, if feasible, acquire some strong partners," Hansen said. "In the long run we will be working on gaining leadership in all market segments and channels, especially in the digital space, events, training and recruitment.

Write to Morten Hansen. ■

Carrigan named to B2B's Who's Who list

IDG Communications CEO **Bob Carrigan** is one of 10 executives named to B2B's "Who's Who" list in the Business Media category for 2013.

Carrigan

B2B, the magazine for marketing strategists, recognizes thought leaders and other key players in 10 categories including marketers, agencies, direct, email, digital and search, business media, social media, demand generation, events and associations. Nominations were submitted by readers, marketing organizations, industry experts and B2B editorial staff.

B2B's citation read: "Carrigan oversees IDG's media operations — including print, online and events — in more than 90 countries. The company's philosophy in recent years, as often stated by Carrigan, has been to manage print for profit and digital for growth. In addition to moving some publications to all digital, IDG has also started new digital-only brands, such as ITworld.com."

Carrigan has been on the B2B list since 2009.

IDG Korea taps managers' interest for new user experience conference

Recognizing that management executives, as well as designers and developers, would benefit from a conference about user experience (UX), IDG Korea organized its first User Experience World last month. The staff quickly found out their assumption was correct: the event sold out in just three weeks, with more than 350 attendees signed up at an average registration cost of US$190.

*IDG Korea Event Production Manager **Julie Kim** addresses the audience.*

"'User experience' — which can relate to any aspect of a user's interaction with a product or service — is considered to be one of the key elements of competitive advantage for service providers in the digital era," said Managing Director **Katherine Park**. "It plays a role in e-commerce, portals, social media, games, mobile applications, B2B software and many other areas. UX is not only for designers anymore but also for management executives who want their product, service or marketing platform to be competitive. However, organizations are suffering from the lack of information and UX experts, as UX is in the early stages of development."

IDG Korea staff talked with several potential sponsors, but they found that for the moment UX is a topic that provides more value to audiences than to sponsor companies.

The conference, which did not have an exhibit area, included topics such as UX research and user behaviors, mobile UX planning and strategies, brand experience vs. user experience, UX/UI measuring, product development and UX, B2B software UX project management, connecting UX from online to offline and smart devices and tools for user experience enhancement. The speakers were well-known business leaders in Korea and in the U.S. and represented variety of industries.

In order to target enough potential attendees, IDG Korea expanded the names in its database by publishing a five-page UX-related report on ITworld.co.kr and acquiring contact information from readers who wanted to download it.

In order to target enough potential attendees, IDG Korea expanded the names in its database by publishing a five-page UX-related report on ITworld.co.kr and acquiring contact information from readers who wanted to download it. In addition to business card details, IDG Korea asked several questions about readers' UX-related needs, topics they wanted to learn more about and issues facing their organizations. The answers helped shape the conference agenda, and the site posted the survey results.

Contact Katherine Park. ■

OneonOne

Penny Winn
Patricia Smith
David Bromley

Winn

Smith

Bromley

The editors of IDG World Update are this week's columnists. Reach them at world_update@idg.com.

IDG Research Services recently conducted a readership survey among IDG employees worldwide to gather feedback regarding IDG World Update and the company's employee intranet, IDG Central. This feedback will be used by the editors to continue refinements to both the newsletter and intranet to meet the information needs of IDG's employees worldwide. In this column, the editors address some of the more common themes that emerged in your responses. Please note that while this reader survey is conducted annually, we welcome your comments and suggestions at any time. You can reach us at world_update@idg.com.

Q How do you get ideas for stories?

A While we do not have a formal team of correspondents, we do have a number of people throughout the company who alert us to developments at their business units from time to time. In addition, we visit other business units, attend the Global Product Line Meeting and various IDG and IDC events, monitor social media and connect with members of the IDG Management Team, notably with our publisher, IDG International Publishing Service President & CEO David Hill.

We are constantly on the lookout for news and we rely to a large extent on you to drop us a line and let us know what is going on at your business unit or in your department.

Q How do I let you know what is going on at my business unit?

A There are a few ways to do that. Give us a call or send us an email with a few salient details. We'll take it from there. Or you can go to www.idgcentral.com and click on the Submit Your News link on the homepage. Your name and business unit will be automatically plugged in and you will be prompted for a few details about your idea, the name of the person we should contact for more information and whether or not photos are available. It's that simple to get your department, your colleagues or your business unit the coverage you deserve.

Q What kinds of stories are you looking for?

A We are primarily focused on sharing news and stories about what's working well at your business unit or in your work group, with the idea that another business unit might want to try something similar. Has your business unit launched a new product or a successful new marketing campaign on behalf of a client? Have you recently increased online reader revenue, run a successful event or partnered with another business unit on a project? How have you used social media to attract readers, serve a client or generate interest in an upcoming event?

We are also always looking for lighter, human interest stories. Do you or a colleague volunteer regularly outside of work hours, devote lots of your free time to an interesting hobby or travel to exotic locales?

Do you have a colleague whose quiet contributions to your group are deserving of a little public recognition? He or she might be the perfect candidate for our Unsung Hero feature.

In short, if you think colleagues might learn from, be interested in or inspired by a project, a product or a co-worker, please let us know.

Q Why do I need a password to get onto IDG Central?

A IDG Central contains company-confidential information and for that reason requires that users have a password. We heard from many of you that you find the machine-generated password hard to remember and the process of logging in each time frustrating.

The good news is that you can change your password to one of your own choosing. Once you log on to IDG Central click on My Profile, which is under the Home tab and also at the top right corner of the banner. In the Site Tools section to the right of your profile information, choose the Change Password link. Enter your name and current password and follow the prompts. If you have forgotten your password, go to www.idgcentral.com and use the Forget Password link you will see there to request a new one.

In addition, the login process has recently been improved. When you log in and click on the new "keep me logged in" check box, you will stay logged in to IDG Central on the computer you're using, even if you close your browser or turn off your computer. (If you don't visit IDG Central in the next 30 days, the cookie will expire and you will have to re-log in.)

Q Why aren't people from my business unit included in the Noteworthy column or in the anniversary lists?

A Because of the company's decentralized structure, there is no central repository where information about new employees, promotions or years of service for all employees worldwide is stored. In addition, IDG works with a growing number of licensees and does not have access to this type of employee information at those companies. We at World Update rely on someone at your business unit to send us notices about newly hired or promoted staff as well as information regarding employees' years of service.

Your human resources representative has Noteworthy forms that newly hired employees can fill out and send to us. The form can also be downloaded from IDG Central by clicking on the Submit Your News link. And managers, when you announce promotions within your department, please consider adding World Update to the distribution list. ■

IDC internship program offers real-world experience

Talented students gain valuable skills while making substantial contributions to the company

For close to 15 years, IDC has been providing talented students from across the country an opportunity to gain real-world work experience while also making significant contributions to various departments throughout the company. This summer, the company has welcomed 12 undergraduate and graduate students to its summer internship program in both its Framingham, Mass., and San Mateo, Calif., offices.

The program, which is organized and overseen by HR Project Manager **Michelle Hockman** and HR Manager **Sue Madaio**, launched in June and will run for 10 weeks, ending in mid-August. Interns were officially welcomed to the company at a kickoff luncheon on June 17 attended by three IDC managers: **Keith Bagley**, VP, business operations, Custom Solutions; **Joe Pucciarelli**, VP & IT executive advisor; and **Vernon Turner**, SVP, IDC research. In addition, two former interns, both now full-time research analysts, **Iris Feng** and **Jingwen Li**, participated.

The students were selected from an applicant pool of 850 and hail from some of the top marketing analytics, management, statistics and MBA programs at schools including Bentley Univeristy, Babson College, Boston University, University of Rhode Island, University of South Carolina, San Jose State University and the University of Massachusetts. They are working in IDC's Tracker program, marketing, research, Go-to-Market Services and sales groups. Projects vary widely and include:

- Worldwide Marketscape: Application Performance Management SaaS
- 50th anniversary marketing support
- Video production for use on IDC Insight Community, IDC Links and GMS products
- Internet of Things research and data modeling
- Fact Sheet redesign
- Worldwide Tracker database support, analysis and update
- Sales support including identifying and analyzing trends

For **Kathyrn Ruprecht**, a senior at Babson College who will graduate next May with a B.S. in business administration, working in the marketing department for a large global company like IDC has been an exciting opportunity. Ruprecht is being supervised by IDC VP, Marketing and Lead Development **Jon Guloyan** and focusing on many of the marketing efforts related to IDC's 50th anniversary next year. "I have gotten to learn so much both about IDC as well as my field of interest. I feel like I have not only had the opportunity to work on projects that are of significant value to IDC but also enhance my own learning and professional development. I also really love IDC's collaborative company culture," she said.

Front row, l-r: Jessica Chan (Boston University), Chenchen Mao (Bentley University), Jinwen Li (Bentley University), Kate Ruprecht (Bentley College), Xiaowen (Catherine) Wu (Bentley University). Back row. l-r: Jason Allard (graduate of University of Rhode Island), Steven Lundstrom (Framingham State University), Trevor Woodward (graduate of Villanova University), William Cipolli (University of South Carolina) and David Bonanno (Boston University). Missing from photo: Namratha Dharshan (earned MBA at ICFAI University) and Peter Koros (San Jose State University), who are working in the San Mateo office.

> "For the interns, it's an opportunity to work in a professional setting alongside analysts and to help them determine what types of careers might interest them after they graduate. For IDC, it's an opportunity to have a person dedicated to a specific project that might not otherwise get done in a timely or consistent fashion if distributed among multiple analysts."
>
> *Lynne Dunbrack, program director, IDC Health Insights*

Ruprecht said she is also impressed by IDC's commitment to its internship program. "Unlike at some companies, IDC truly values its summer interns and allows them to work on meaningful projects while providing them with the opportunity to make con-

continued on page 5

continued from page 4

IDC Interns

Jinwen Li, *who is working toward a master's degree in marketing analytics at Bentley University, is spending the summer working with* ***Ruth Flynn****, program manager, IDC Worldwide Tracker group.*

nections both with other interns and with people from a variety of departments throughout the company."

For **Will Cipolli**, who earned a B.S. in computer science and expects to complete his master's degree in statistics at the University of South Carolina next May, his internship, along with his graduate degree, "will be paramount in establishing myself as a data scientist/ analyst."

Cipolli is working under the supervision of Vernon Turner, attempting to size the Internet of Things marketplace. "I have learned a lot already this summer," he said, adding that he is very pleased to be working on a project that will actually be used after he leaves in August. "I have been able to work with other analysts and independently create models in Microsoft Excel and write them up. IDC gives important work to its interns – it's not just the stereotypical coffee runs and busy work."

The chance to experience the difference between U.S. and Chinese working styles and company management has been eye-opening for **Jinwen Li**, currently pursuing a master's degree in marketing analytics at Bentley University. Li is working on IDC's worldwide tracker team under the supervision of **Ruth Flynn**, program manager, WW Tracker group. Li said she is grateful for the opportunity to "meet so many smart and friendly people at IDC. And, of course, I am sharpening my research skills during my internship."

And the benefits accrue to both parties. "I think we benefit from being able to hire students with excellent qualifications and experience to help with some key projects," said Hockman. "Our program is now considered a reliable supplier of entry-level talent for regular IDC positions."

"As a global company, it is a great idea to bring in talented graduate students who show interest in sales and marketing," said **Jim Farley,** GVP and general manager, IDC/Insights sales, who is supervising intern **Chenchen Mao**, currently pursuing a degree in marketing analytics at Bentley University. "We have already introduced her to our Asia Pacific regional research/sales staff and hope that when and if she returns home to China, she will look to join our IDC office there."

> "Our program is now considered a reliable supplier of entry-level talent for regular IDC positions."
>
> *Michelle Hockman, IDC HR project* manager

A need for help with a large, cross-Insights data project prompted IDC Health Insights Program Director **Lynne Dunbrack** to get involved in the internship program this summer. Dunbrack is supervising intern **Steven Lundstrom**, an undergraduate at Framingham State University, pursuing a degree in business administration. Dunbrack said the program has clear benefits for both the students and IDC. "For the interns, it's an opportunity to work in a professional setting alongside analysts and to help them determine what types of careers might interest them after they graduate. For IDC, it's an opportunity to have a person who can be dedicated to a specific project that might not otherwise get done in a timely or consistent fashion if distributed among multiple analysts all busy with their own research and consulting. I'd like to think it's a rewarding experience for our Insights intern and our Insigts team," she said.

For more information, contact Michelle Hockman. ■

IDG Global Solutions, IDC strengthen AP position

IDC veteran Jason Gorud adds sales responsibility for IGS in Asia Pacific region

In a first-of-its-kind move at IDG, IDG Global Solutions (IGS) and IDC Asia Pacific have announced a collaboration that positions both companies to compete more aggressively in the region. Beginning last month, **Jason Gorud**, IDC Asia Pacific VP Integrated Marketing Programs, assumed the additional role of IGS vice president, APAC. In this new role, Gorud will report to both IGS Managing Director **Kumaran Ramanathan** and IDC Asia Pacific Managing Director **Eva Au**.

***Jason Gorud** has been with IDC for eight years.*

"We strongly believe that joining our two organizations at the top of our client-facing teams will give us the firepower to best deal with the present threat of our global competitors Tech Target and CBSi as well as the strong local competition we face in individual markets," Ramanathan said.

While acknowledging the possibility of overlap in terms of the individual IDC and IDG market proposition, Ramanathan said that the two companies have been working together for the past 12 months and have created new opportunities at a much earlier stage in the buying process that have driven incremental revenue to both businesses.

"Not only have we seen first-hand the benefits of working together, we see this formal role as a natural next step in being much more aggressive in the marketplace in order to secure a larger wallet share than we have been able to take using our current setup," he said.

"This collaboration allows us to draw upon a knowledge base that would otherwise be inaccessible by taking advantage of tools and skill sets unique to each organization. Joining forces will help us form a stronger value proposition, establish new audiences and build new relationships," noted Au, adding, "within a short span of time, we are already seeing fruits of our labor in Asia Pacific."

Gorud has spent the past 18 years in the Asia Pacific region, including six in Japan, seven in Hong Kong and is currently in his fifth year in Singapore. He has held a number of senior sales and marketing management positions over his career.

"I'm excited to be at IGS," Gorud said. "The solutions that we are able to bring to market, especially in conjunction with the IDC portfolio really allow us to effectively differentiate ourselves from competitors on both sides of the table: Tech Target, CBS, Gartner, Frost & Sullivan, etc. No one can truly offer what we have in our arsenal."

Gorud joins the four other IGS VPs — **Andrea D'Amato,** VP Americas; **Neil Michael**, VP EMEA, **Peter Bradley**, VP finance and **Jeremy Rueb**, VP program strategy — on the IGS management team.

In order to cover the large Asia Pacific market as effectively as possible Ramanathan said the business unit has also established a strong network of IDG business units and partners that have formally appointed an internal representative(s) to act as a point of focus for international business.

These teams are as follows:

- IGS Beijing — in partnership with IDG China. Contact: William Xu, VP, digital media, and Jane Wang, general office/president's senior assistant.
- IGS Seoul — in partnership with IDG Korea. Contact: Tony Lee, account manager.
- IGS Tokyo — in partnership with Nikkei Business Publications. Contact: Yuko Tanaka, global business development.
- IGS Bangalore — in partnership with IDG India. Contact: Sudhir Argula, associate publisher.

"In a fierce and competitive market it is essential that we remain focused on addressing these challenges," Ramanathan said. "We believe that this blended approach gives us the best chance of driving significant revenues into our business units and licensees all of whom have yet to fully benefit from a locally engaged and in-market IGS presence."

> "Not only have we seen first-hand the benefits of working together, we see this formal role as a natural next step in being much more aggressive in the marketplace in order to secure a larger wallet share than we have been able to take using our current setup."
>
> *Kumaran Ramanathan, managing director, IDG Global Solutions*

For more information, contact Kumaran Ramanathan. ■

noteworthypeople

Promotions

Dodman

JOE MOLA

CIO Executive Council VP of Sales **Steve Dodman** has been promoted to VP of sales and client relations. "In his new role, he is responsible for all new business sales as well as retention and growth of the entire current client base," said **Pam Stenson**, CIO Executive Council SVP and general manager. "He leads a team of nearly 30 sales, service and support professionals within the Council. His past three years as head of sales has resulted in a 15%-plus top line revenue growth per year. He recently launched the DEMO CIO Council and is now chair of the advisory board for this new offering that combines the best of two IDG brands, the CIO Executive Council and DEMO. Steve was selected as an Emerging Leader in the City of Boston and is currently a fellow at the Center for Collaborative Leadership at the University of Massachusetts." sdodman@cio.com

Egan

PC Advisor Editor **Matt Egan** has been promoted to editor-in-chief of IDG U.K.'s Tech Media division, responsible for editorial of all U.K. consumer brands including PC Advisor, Macworld, Digital Arts and Tech Advisor. "These brands previously had separate editorial teams, and part of Matt's initial remit is to unify these into one collaborative department," said IDG U.K. Publishing Director **Simon Jary**. "Matt joined IDG U.K. in 2003 as a sub-editor. He has done an incredible job transforming PC Advisor into an online-first content provider. We want him to use his experience turning PC Advisor into the No. 1 tech website for U.K. audience to the advantage of the other consumer brands." matt_egan@idg.co.uk

Martin

Replacing Egan as **PC Advisor** editor is **Jim Martin**, previously features editor and before that deputy editor of competitor title Computer Shopper. "Jim's experience, expertise and enthusiasm have led him to be hugely respected both within IDG and throughout the U.K. consumer technology industry, and we're delighted to promote him to editor," Jary said. jim_martin@idg.co.uk

Martin

IDG U.K. Tech Media Staff Writer **Chris Martin** has been promoted to senior staff writer. "In his 18 months with IDG U.K. Chris has been a leading light in the growth of PC Advisor and the launch of the Tech Advisor brand," Egan said. "He has a quick grasp of technical detail and an unerring ability to communicate with readers of all levels. His unsurpassed industry knowledge means that we cover the important subjects in a timely fashion." chris_martin@idg.co.uk

Tomaszewski

PC Advisor Art Editor **Dominik Tomaszewski** is now group multimedia editor for **IDG U.K. Tech Media**. "As director, editor and cameraman Dominik singlehandedly built up PC Advisor's editorial video production and YouTube channels," Egan said. "These encompass product reviews, video blogs, tutorials and events coverage. In this new role of multimedia editor he will ramp up video production and take care of photography for all IDG U.K. Tech Media brands, including Macworld, Digital Arts and Tech Advisor." dominik_tomaszewski@idg.co.uk

Allsopp

Macworld U.K. Editorial Assistant **Ashleigh Allsopp** is now staff writer at **IDG U.K. Tech Media**. "Ashleigh joined us as an intern and quickly became a real asset to the team, helping to double the traffic to the Macworld.co.uk website year-on-year," said Macworld U.K. Editor **Karen Haslam**. "With her positive attitude and willingness to go the extra mile, whether it's a late-night Apple announcement or an interview with a industry expert, Ashleigh has proven herself to be an accomplished journalist and her promotion to staff writer of IDG Tech Media is well-deserved." ashleigh_allsopp@idg.co.uk

IDG TechNetwork Account Executive **Erica Caruso** has been promoted to digital sales manager. "Erica has worked her tail off in the account executive position since 2011 and has a deep understanding of the accounts in her territory," said **Scott Harris**, VP, Sales and Marketing for IDG TechNetwork and CSMB. "She brings a tremendous work ethic and great enthusiasm to the team, which will only help us continue to grow moving forward." erica_caruso@idgtechnet.com

Continuing the promotions at **IDG TechNetwork,** Account Director **Rick Currier** is now Midwest sales director and Account Coordinator **Matt Levine** is West Coast group sales director. "Together they have demonstrated a strong work ethic in driving revenue, and I have full confidence in their ability to succeed in these new roles," Harris said. rick_currier@idgtechnet.com, matt_levine@idgtechnet.com

New employees

Hong

IDC Singapore's Enterprise Computing group welcomes Senior Market Analyst **Avis Hong**. She began her career as a market researcher and has worked in a wide range of vertical markets including advertising, automotive services, IT and oil and gas. She holds a B.A. in business administration from the National University of Singapore and enjoys practicing Pilates, travel, cooking and spending time with family and friends. ahong@idc.com

Zink

Also new at **IDC Singapore** is Financial Insights Research Manager **Thomas Zink**. He more than five years of experience as a banking analyst in the Asia Pacific region and has also worked as a trade journalist for Private Banker International and Retail Banker International and was the editor of the regional banking publications Banking & Payments Asia." He holds an M.A. in political science from Ludwig Maximilians University in Munich, Germany, and in his free time enjoys rock climbing, squash and kite surfing. tzink@idc.com

IDC India in Bangalore has hired **Anand Kamath** as a senior market research analyst. He was most recently with Hewlett-Packard Global Analytics; he has also worked for America Online and Dell Computers. He earned a graduate degree in commerce and enjoys travel, music and hiking. akamath@idc.com

Roche

New at **IDC Malaysia** is **Sherrel Roche**, senior market analyst with the Asia/Pacific Software team. She has previously worked for Thomson Reuters, Genpact and IBM in market research and data analysis. She earned a B.A. in commerce from St. Aloysius College in Mangalore, India, and an MBA from the Institute of Chartered Financial Analysts of India Business School in Bangalore. She enjoys travel, trying new cuisines, music and reading. sherrelroche@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

It's here! Enter the 30th Annual IDG Employee Photo Calendar Contest

2014
CALENDAR
CONTEST

It's time to look through your photo files, head out with a camera to discover the world around you and submit your best images to IDG's 30th Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what to do:

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos (and any questions) to world_update@idg.com.
- Entries must be received by Sept. 13, 2013.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 23 and Sept. 30.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Good luck! ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Georg Sing *IDG Germany*

22
Keith Henry *IDC U.K.*

21
Ola Fors *IDG Sweden*

20
Frank Froma *IDG Netherlands*

18
Christian Jahr *IDG Germany*
Mette Ahorlu *IDC U.K.*

17
Kitty Fok *IDC Hong Kong*
Achim Schaefers *IDG Germany*

15
Ron Glaz *IDC*
Andreas Perband *IDG Germany*
Anne Kittel *IDG Switzerland*

14
Stéphane Krawczyk *IDC France*
Mike Hartmann *IDG Germany*
Fredrik Claesson *IDG Sweden*
Anders Engström *IDG Sweden*

13
Lisa Cobe *IDG Communications*

11
Verity Homewood *IDG Global Solutions*
David Bhulapatna *IDG Germany*
Kai Schmidt *IDG Germany*

10
Turid Synnermark *IDG Sweden*

9
Karen Haslam *Macworld U.K.*
Trang Pham *IDG Vietnam*
Szymon Augustyniak *IDG Poland*

8
Rebeca Cruz *IDC Mexico*
Damian Hatcher *IDG Global Solutions*
Tomoko Nakatsukasa *IDC Japan*
Yasuhiro Suzuki *IDC Japan*
Cornelia Brunschwiler *IDG Switzerland*

7
Tarun Bhasin *IDC Canada*
Sara Knapik *IDC*
Masahiro Katayama *IDC Japan*

6
Jakob Scheikl *IDG Germany*

5
Ariane Ardia *IDG Netherlands*

4
Tobias Veltin *IDG Germany*
Thomas Weber *IDG Germany*

3
Joao Felizardo *IDG U.K.*
Tayla Mouharrem *IDG U.K.*
Henrique Campagnoli Correa *IDC Brazil*
Nida Thongnopneua *Network World*
Helen Savage *IDG Global Solutions*
Maciej Kluk *IDG Poland*
Sebastian Ostrowski *IDG Poland*
Nicolas Delis *IDG Switzerland*

2
Selina Alecu De Flers *IDG Germany*
Daniel Morber *IDG Germany*
Karsten Schmidt *IDG Germany*
Malte Witt *IDG Germany*
Huan Pham *MRD Vietnam*
Ingrid Heath *IDG Sweden*
Fredrik Svensson *IDG Sweden*

1
Isaac Llandez Sanches *IDC Mexico*
Daniel Marcelino *IDG Communications*
Connie Moy *IDG TechNetwork*
Stefan Rubner *IDG Germany*
Erik Mathers *IDG Sweden*
Jeroen van der Mast *IDG Netherlands*

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office (such as the one at right from an IDG News Services/IDG Consumer & SMB gathering) at an event, a staff meeting, etc. Send your photos, along with a short description and the names and titles of the people in them, to idgcentral@idg.com.

Dates set for Global Product Line Meeting

The 2013 IDG Global Product Line Meeting will be held in Dublin, Ireland, Oct. 15-18. Workshops will cover a variety of timely business topics including mobile, marketing services, databases, social media, editorial, events and technology. Registration and hotel information will be available mid-August. Questions? Write to Michele Putt. Click here for resources from the 2012 meeting.

unsunghero

Gerwin van Engelenburg

Traffic/Production Director

IDG Netherlands

*IDG Netherlands CEO **Robert van Loon** named Traffic/Production Director **Gerwin van Engelenberg** his group's Unsung Hero, noting that "he is also responsible for third-party revenue and has almost doubled that revenue in comparison with last year. He is also gaining experience in real-time bidding and automated trading."*

Home Haarlem, Netherlands

Primary job responsibilities I manage the daily ad operations for print and online for IDG Netherlands consumer and business divisions. I also manage our Salesforce CRM (order management, workflows, etc.) and try to find ways to optimize our remnant inventory.

Three things I do in a day's work

- Book, check and optimize campaigns in our admanagement system.
- Monitor our third-party revenue and see what the trends are to find out where can we improve add or move ad positions – 'turn the knobs,' so to say.
- Contact account managers and customers to give advice, think about proposals and solutions. Because I've worked for quite a while at IDG I also act as a source of information for colleagues.

What I love most about my job Working with great colleagues and the fact that the online business always is changing so it never gets old.

A hot-button issue that I'm dealing with The whole programmatic/real-time buying is going to change how ad ops and sales roles will work in the future. Since there are so many parties involved in this landscape I spend my time researching information about how IDG Netherlands can use it. We are also selling audience extensions programs, and that's a whole new ball game for me since it's a shift from the selling side to the buying side.

Latest accomplishment In FY12 we didn't have a real focus on remnant inventory revenue. Since then I've made myself responsible for it, and for FY13 we are doubling our revenue.

***Gerwin van Engelenburg** joined IDG Netherlands in 2004.*

Career highlight I was part of the successful implementation of our Salesforce CRM and the implementation of our ad management system.

What I'm doing to be a better employee Trying to keep up with the developments in our industry and be pro-active about it.

Interests outside the office TV ("Breaking Bad," "Entourage," "Lost," "Battlestar Galactica," etc.), movies, basketball, going to electronic music parties/festivals and DJing (nowadays at home)

What others can't tell just by looking at me In the past I DJed at small venues across the country and played underground techno music. (For examples, click here.)

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
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thanksto

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Gerwin van Engeleburg *IDG Netherlands*
Robert van Loon *IDG Netherlands*

» ENTER THE IDG PHOTO CALENDAR CONTEST! CLICK HERE FOR DETAILS

IDG World Update

EMPLOYEE NEWS AND INFORMATION
22 JULY 2013 | VOLUME 43, NUMBER 28 | WWW.IDGCENTRAL.COM

NEWS - pages 2-5 | NOTEWORTHY - page 6 | ANNIVERSARIES - page 6 | UNSUNG HERO - page 7

IDG Germany's B2B integrated marketing program focuses on four key industry trends

Targeting what it sees as the technology industry's 'mega-trends' – Cloud, Big Data, Social and Mobile – IDG Germany's Quadriga integrated marketing program offers its B2B clients a chance to sponsor a variety of print, digital and event assets associated with its Computerwoche brand, while gaining visibility as thought leaders. The program — the name of which references the four industry trends — combines high-quality quarterly magazines, interactive tablet editions, online specials at Computerwoche.de and events.

"IDG Germany is seeing more and more opportunities for advertising clients to sponsor editorial initiatives," said **Karsten Linde**, director, Strategic Marketing Services, IDG Germany. "This type of content marketing is growing in popularity with our clients. It's a perfect match when an IDG editorial initiative like Quadriga can be sponsored by a partner. Since nearly every IT vendor needs to deal with these four trends, we thought it would make sense to bring these topics to our readers on a regular basis."

The Quadriga issues, which have a different layout and are printed on high-quality stock, replace the regular Computerwoche issue the magazine's controlled subscriber base of 20,000 would normally receive. It also is sent to selected businesses and IT executives.

The first issue of Quadriga was published in April and focused on Mobile. Issue No. 2, centering on Big Data, was released in

continued on page 3

#1
Mobile
Prozesse, Markte, Jobs – nichts bleibt wie es war.
Cloud:
Social:
Big Data:
CW
QUADRIGA
CLOUD BIG DATA MOBILE SOCIAL

April's inaugural Quadriga print issue focused largely on the Mobile arena, followed by Big Data in June, Cloud in September and Social in November. Each issue also has digital and event components.

Also inside

Zoom.nl contributors' blogs engage community

IDG World Expo's Anime Expo shows growth

DEMO showcases new products in Russia, Brazil

Dates set for IDG Global Product Line Meeting

New hires Steve Ragan of CSO and Esther Rubin of IDG TechNetwork are in Noteworthy.

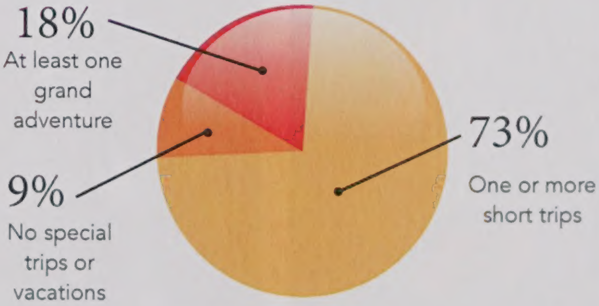
SEE MORE ON PAGE 6

Sandra Adlesgruber of IDG Switzerland is this week's Unsung Hero nominee.

SEE MORE ON PAGE 7

Question of the week results

What will your plans for the summer include?



Log on to www.idgcentral.com to vote on this week's question:

When is the last time you used a CD for data, photos or music?

CLICK HERE

Zoom.nl contributors add content, engage community with blog posts

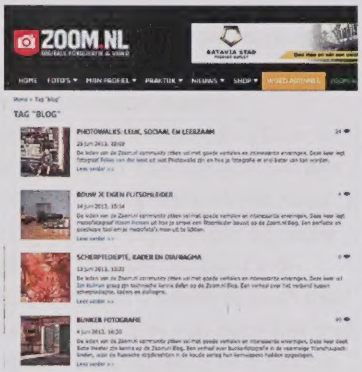
As the largest photo-sharing community in the Netherlands, Zoom.nl users have long shared their best photographic work with each other. Now, editors have decided to tap some of the expertise resident in that community by inviting select members to blog on the Zoom.nl site.

"We sent invitations to about 150 members of our community who we know have expertise in particular photographic topics of high interest to our readers," said **Robert Theunissen**, editor-in-chief, Zoom.nl.

"The response was overwhelming," noted **Merijn Contant**, site manager, who said that within the first week more than 100 people had responded. The editorial team selected 10 bloggers to kickoff the initiative, and the staff edits the posts as needed.

Theunissen said he is hoping that each blogger will contribute at least one post per month. Posts are included in the articles section of the website but clearly identified as contributed content.

To date, bloggers have contributed posts as varied as makeovers for your photography models, how to shoot old wartime bunkers, building your own flash and picturesque photo walks.


ZOOM.NL
DIGITALE FOTOGRAFIE & VIDEO
BATAVIA STAD
HOME
FOTO'S
MIJN PROFIEL
PRAKTIJK
NIEUWS
SHOP
WORD ABONNEE
TAG "BLOG"
PHOTOWALKS: LEUK, SOCIAAL EN LEERZAAM
BOUW JE EIGEN FLITSOMLEIDER
SCHERPTEDIEPTE, KADER EN DIAFRAGMA
BUNKER FOTOGRAFIE

Editors selected 10 community members to blog after getting a positive response from more than 100 potential contributors.

The biggest benefit to Zoom.nl will be the increased traffic as a result of more content being available on the site, Theunissen said. "As users begin to interact with the bloggers, the site will become an even more lively place and will likely attract new people to join the community."

The Zoom.nl brand maintains a presence online, in print and via various event offerings. "The Zoom.nl website is where our user upload their photographs," Theunissen said. "We have an iPad app in which we showcase the most stunning pictures along with background information on how they were made and tips to help other readers reproduce them. The magazine, which is published 11 times a year, features 100% user-generated photo content along with articles written by our own editors, and we also produce a variety of workshops and events for our readers."

In addition, the brand has an ever-growing following on Facebook, Twitter, Pinterest and Google+.

For more information, contact Robert Theunissen. ■

Dates set for Global Product Line Meeting

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Anime Expo records growth in multiple areas for IDG World Expo

IDG World Expo's three-year involvement with Anime Expo, the largest anime, manga and Japanese culture convention in North America, continues to build momentum for the event.

Anime Expo wrapped up earlier this month at the Los Angeles Convention Center with record attendance: there were nearly 61,000 unique attendees representing a turnstile attendance of over 161,000 for the four-day event.

IDG World Expo was once again in charge of driving booth and sponsorship sales, attendee and exhibitor marketing, accounting and financial management and overseeing operations. The exhibit hall and sponsorship sales both saw double-digit growth as well as an increase in number of exhibitors (258), total square footage (60,700 sq. ft.) and the percentage of exhibitors participating in event marketing sponsorships.

ANIMEEXPO AX
Los Angeles Convention Center

A new sponsorship opportunity this year was video advertising on digital signage that appeared throughout the convention center. "It gave many of our vendors the chance to present their products in this eye-catching, visually exciting medium," said IDG World Exo Sales Manager Susan Celli. "We also sold the most number of print ads in the onsite program guide, which topped over 70 pages this year. It was the most ads in the show's history."

Anime fans could choose from dozens of programming options, including concerts from popular Japanese artists, Japanese celebrity meet and greets, an Entertainment Hall featuring arcade and console gaming and highly anticipated premiers of several new anime series.

IDG World Expo is currently in discussions with Anime Expo's owner, the Society for the Promotion of Japanese Animation, regarding a multi-year contract renewal.

Write to IDG World Expo VP/Events Nina Carrara. ■

One of Anime Expo's highlights is Masquerade, a contest for cosplayers, i.e., people who dress up like a character from a manga or anime series, a movie or a videogame. Many cosplayers spend months hand-making their costume, and at Masquerade they have the opportunity to show it off, along with their interpretation of the character they are emulating. The contestant with the best cosplay wins a cash prize.

continued from page 1

Quadriga

early June. The September and November issues will address Cloud and Social, respectively. While each edition focuses largely on one of the megatrends, it also includes content on the others as well. Each edition is written and designed by Computerwoche writers, editors and staff under the direction of Managing Editor **Jan-Bernd Meyer**. "Quadriga is different from anything we've done before," Meyer said. "It has a completely new layout and an absolutely new approach to the target problems of our business readers with a stylish use of photographs and new way of presenting facts and figures. The first responses from readers have been enthusiastic. This is a positive proof that print is not dead, at least when it's done in a professional manner."

On the sales side of the Quadriga program are Sales Director, Key Accounts **Sandra Holleber** and Senior Sales Director **Achim Schäfers**. According to Holleber, sponsoring firms do not need to sign on for all four issues but can select any number of issues (or topics) to sponsor. "It is important that we can build individual proposals for each client; if a company needs to push their engagement in only one topic or channel, they can book just that topic or appear only the print issue. The program is very flexible," Holleber said.

Sponsorship can include a presence in the both the print and digital magazines and at the event associated with that topic. Clients can sponsor just the print, online and events components, although they will save money by sponsoring all three. Sponsorship prices range from 60,000 euros ($77,000) for single-topic sponsorship to 180,000 euros ($232,000) for four topics. A sponsorship in the Quadriga program "is open to all and is a multi-client project," Holleber said.

Intel signed on to the program early. Schäfers, who led the sales effort with Intel, said "the client showed a deep interest in all topic areas and wanted to be seen as a thought leader." Intel requested an 'umbrella' sponsorship. For 220,000 euros (US$287,000), the chip manufacturer receives many exclusive advertising elements in the print magazines, an exclusive video in the digital edition, a networking opportunity at the events and exclusive sponsorship of a Quadriga news special on Computerwoche.de.

> "This is a 'play big' program for us. That means we're saying these four megatrends are important throughout the year, and we want to keep our readers updated on these topics."
>
> — *Karsten Linde*

The cross-platform digital editions offer the same content as the print magazines, with added multimedia content such as videos, photo galleries and interactive promotions. They are also available as a downloadable PDF. The digital editions are released simultaneously with the print editions and require registration to view or download.

*Back row (l-r): Events Director **Susanne Schubert**; Senior Project Manager **Sebastian Nissen**; Sales Director, Key Accounts **Sandra Holleber**; Website Manager **Mike Hartmann**; Media Production Manager Andrea Piontek; Senior Sales Director **Achim Schäfers** and Project Manager, Design **Stephanie Richtmann**. Front row: Director, Strategic Marketing Services **Karsten Linde**, Publisher **Michael Beilfuß**, Managing Editor **Jan-Bernd Meyer** and Portal Manager Maximilian **Josef Halbinger**.*

Three Quadriga one- or two-day events are scheduled for this year on Big Data (September's "Best in Big Data"), Cloud (October's "Best in Cloud") and Social/Mobile/Consumerization of IT in the Enterprise (November). All three events, which are managed by Events Director **Susanne Schubert**, will offer in-depth presentations and discussions on the featured topic. For the Big Data event and the Cloud event there will be a 'Best in...' awards ceremony for companies that have submitted projects in their particular category. (Their applications are judged by a panel of industry experts, finalists are invited to the event to give six-minute presentations on their project and the jury then chooses the best projects.) Companies that sponsor that particular trend topic receive one speaking slot at the event, award sponsorship and exhibition space. "IDG Germany is expecting 200 to 400 attendees per event," Schubert said.

"This is a 'play big' program for us," Linde said. "That means we're saying these four megatrends are important throughout the year, and we want to keep our readers updated on these topics. We're doing that loudly and visibly — the Quadriga print magazine has larger format than a regular issue of Computerwoche and the e-mag will be promoted heavily. We want advertising clients who aren't just claiming that these megatrends are important for them but want to be a part of the project as an agenda setter."

Contact Karsten Linde. ■

DEMO debuts in Europe, South America

Showcase of startups plays to investors, entrepreneurs and journalists in Moscow

(L-R): DEMO Executive Producer **Erick Schonfeld**; IDGE SVP and General Manager of DEMO **Neal Silverman**; and DEMO Europe Executive Producer and director of DEMO Europe's local partner Digital October **Peter Tatischev**.

IDG Enterprise's DEMO event last month did what Napoleon couldn't — march into Moscow. Fifty companies from Europe, Asia and the U.S. introduced new products to an audience of 400 investors, IT innovators, entrepreneurs and journalists from more than 50 media outlets at the first DEMO Europe.

According to **Neal Silverman**, IDGE senior vice president and general manager of DEMO, DEMO's Russian partner, Digital October, is a leading producer of technology conferences in Moscow. The company recently organized events for Facebook and Microsoft and "is really the hub for tech startups in the region," he said. The two-day event took place in Moscow "to provide a launch platform for companies in Russia and surrounding countries in Western and Eastern Europe that want to launch products in Russia."

Digital October Director **Peter Tatischev** acted as DEMO Europe executive producer and chose the show's demonstrators from a pool of hundreds of candidates. DEMO Executive Producer **Erick Schonfeld** and Silverman attended DEMO Europe as event advisors and speakers.

Tatischev selected 30 companies to give the standard DEMO six-minute presentations introducing their products; 20 Alpha Pitch student-run companies were chosen to give 90-second presentations. Products were divided into five categories — Travel, Cloud, Personal Productivity, Mobile, Beyond Consumer Internet, and Music and Media — and a panel of judges and experts provided immediate feedback to the presenters.

continued on page 5

With growing number of venture capital firms coming to Brazil, DEMO draws 650 attendees

(L-R): Health Valley Founder and CEO Adalberto Brandao and director of DEMO Brazil's Technology Committee, DEMO Brazil Executive Producer **Geraldo Santos**, DEMO General Manager **Neal Silverman**, Socio Fato S/A's Ademar de Abreu and Now!Digital Business President and Publisher **Silvia Bassi**.

With DEMO events in the U.S., Russia, China, India, Vietnam and Africa, IDG Enterprise planted its innovation flag in South America last month with the inaugural DEMO Brazil in São Paulo. The two-day event drew more than 650 venture capitalists, investors, entrepreneurs and members of the media.

"We see the startup environment growing very fast in this region," said **Silvia Bassi**, president and publisher of IDG's Brazilian licensee Now!Digital Business and IDG Enterprise's local partner for DEMO Brazil. "A lot of startups are being launched, there are a good amount of angel investors and a lot of venture capital from international firms opening offices here seeking opportunities in this market."

With product categories including Mobile, Hardware, Software, Cloud, Entertainment, Enterprise and Media, 36 firms were chosen to give six-minute product demonstrations to the audience and a panel of industry experts and judges who provided them with feedback on their products; 17 firms were selected to give 90-second Alpha Pitch presentations. The majority of the companies were from Brazil, with one each from Argentina, Chile and Spain. (DEMO Brazil was held in Portuguese although there were simultaneous translations for two English-language keynotes.)

continued on page 5

continued from page 4

DEMO Europe

At the end of DEMO Europe, the judges the event's DEMO Gods, the demonstrators whose products seemed most likely to thrive in the market and whose presentations stood out. The winners were the following:

- Realtimeboard.com: an online idea visualizer and task tracker that allows users to see and share the big picture of any project.
- Amplifr.com: a publishing platform for musicians and record labels that lets them publish content, follow social networks and track digital distribution.
- WeStudy.in: a site that helps Russian students looking to study abroad navigate foreign application and grants processes.
- RuTuner.fm: a VoIP service that allows users to make inexpensive long-distance phone calls and search potential callers by interest.

Each DEMO God winner has been invited to present their product at DEMO Fall 2013 in California's Silicon Valley in October.

Silverman said DEMO Europe, which had 16 sponsors, most of which were Russian, was held in English. "It was important to Digital October that the show was presented in English," he said. "Their feeling was that if you want to be an international company, then you should use the language of international business. It was a challenge for a lot of the companies, but they worked very hard at it and, in the end, thanked us for pressing it on them. It was an added value for them and put them in a position to get international business partners."

DEMO events have been introducing new IT products — including Adobe Acrobat, Netscape Navigator and VM Ware — to the market for 22 years.

DEMO Brazil was held June 25-26 in São Paulo; the new DEMO ASEAN will be held in Hochiminh City, Vietnam, in August; DEMO China Fall will be in Hangzhou; DEMO Africa returns to Nairobi, Kenya, in October; and DEMO Fall 2013 will be held Oct. 15-17 in Santa Clara, Calif.

For more information go to the main DEMO site or contact Neal Silverman. ■

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. Send the photo with a short description to idgcentral@idg.com.

continued from page 4

DEMO Brazil

DEMO Brazil's local executive producer was **Geraldo Santos**, an entrepreneur and co-owner of the events organization company Beats Brazil. "We decided to work with Beats Brazil because they were willing to invest time and money to make DEMO Brazil happen," Bassi said. "They have organized our events for years, and they are conference professionals. Geraldo's vast knowledge of the IT market made him a perfect executive producer."

"I couldn't have been more pleased with the outcome of this program," said **Neal Silverman**, IDG Enterprise SVP and general manager of DEMO. "Silvia and I have been working to bring DEMO to Brazil for the past two years and in partnership with Beats Brazil we were able to make it happen."

Bassi said the DEMO Brazil team also worked with IDC Brazil, particularly on the DEMO Brazil tour promoting the event before it launched. "They provided the vision and dimension of the opportunities in the local IT market," she said.

Six demonstrators were chosen by the judges as DEMO Gods for the best products and presentations:

- Emotion.me, a one-stop site that helps couples plan their wedding, from budgeting and contracting to creating a wedding website.
- Chegue.la integrates bus schedules and fares across Brazil and allows users to purchase tickets online.
- Cargo.br is a logistics site connecting transportation firms and companies that need shipping solutions.
- Descubraomundo.com provides international educational opportunities and exchange programs, connecting students and professionals with institutions around the globe.
- Hello Universe links users with area-specific interpreters 24 hours a day at an accessible price.
- Bizut is a social network that provides young people just starting their careers with relevant career information and opportunities.

> "There are a good amount of angel investors and a lot of venture capital from international firms opening offices [in Brazil]."
>
> — *Silvia Bassi*

Bassi said her team is now focusing on DEMO Brazil 2014, which they hope to hold in June again. "But we have a challenge — the World Cup is occurring at the same time, which will complicate things, but we are planning the event anyway."

For more information contact Silvia Bassi. ■

noteworthypeople

Promotions

Ramistella

Human Resources Director **Beth Ramistella** is taking on the newly created role of VP of Human Resources for **IDG TechNetwork** and **IDG Consumer & CSMB**. "Beth has been an outstanding contributor to TechNetwork since it was founded five years ago," said **Pete Longo**, CEO of IDG TechNetwork and CSMB. "Her accomplishments have been many, from helping to conceive our organizational structure, creation and staffing of new departments and helping us to navigate a rapidly changing environment as we strive to build a company that is as innovative as the marketplace we serve. More recently, Beth has worked tirelessly to transition the CSMB organization as we continue to evolve a new digital organization to position our company for future success. In her new role she will be part of our team exclusively and will continue to be an active member of our management team. I welcome her guidance as we continue to improve our two companies." beth_ramistella@idg.com

JOE MOLA
Winkley

CIO Executive Council Senior Account Manager **Brian Winkley** is now manager of client relations. "Brian has been with IDG for nearly three years and earned President's Club for his sales efforts in FY'2012," said **Steve Dodman**, CIO Executive Council VP, Sales and Client Relations. "He now oversees a team of seven client relationship managers who are responsible for retaining and growing the majority of our installed client base." bwinkley@cio.com

Lynch

IDG TechNet Business Development Manager **Ken Lynch** has been promoted to account director. "Ken has been crucial to publisher development closing deals such as IBTimes and Future Publishing," said Programmatic Sales Director **Anooj Pakvasa**. "In his new role, he will take on the additional responsibility of outside sales and a territory on the East Coast calling on ATDs such as VivaKi and Xaxis. Given Ken's positive attitude, great work ethic and commitment to the TechNetwork, I'm confident he will continue to succeed." ken_lynch@idgtechnet.com

New employees

Rubin

Previously a design intern with **IDG TechNetwork**, **Esther Rubin** joins the staff full-time as a designer. Before coming to IDG she worked as graphic and Web designer at an educational non-profit. She earned a B.S. in graphic design from City University of New York/Queens College and enjoys photography and music. esther_rubin@idgtechnet.com

Kaur

After eight years of working in marketing, business development and inside sales in the software solutions industry, **Harvind Kaur** joins **IDC Singapore** as an account executive. She holds a B.A. in commerce from Australia's Curtin University of Technology and enjoys spending time with her family and friends. harvindkaur@idc.com

Subramanian

Also new at **IDC Singapore** is Account Executive **Ravi Subramanian**, who comes from the capital markets industry. He holds a postgraduate certificate in information technology specializing in business informatics from Australia's James Cook University. Away from his desk he enjoys singing Indian classical music. rsubramanian@idc.com

Ragan

CSO's new staff writer is **Steve Ragan**; he was previously security editor at The Tech Herald. In his free time he enjoys reading and "playing XBox with my kids." He recently taught his eldest son to drive. sragan@cxo.com

JOE MOLA
Rodriguez

Previously a street team leader for Entercom Boston, **Mike Rodriguez** joins the **CIO Executive Council** as a sales operations coordinator. A graduate of Lasell College in Newton, Mass., where he was captain of the baseball team, he holds a B.S. in management. In his free time he enjoys golf, baseball, fantasy sports and dancing. mrodriguez@cio.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Quan Zhou *IDG Tech Ventures*

18
Lorraine Rivell *IDG*

15
Courtney Munroe *IDC*
Elias Plastiras *IDG Australia*
Davy Adams *IDG Australia*

14
Barbara Duphily *IDG*

12
Jessica Goepfert *IDC*
Katy Young *IDC U.K.*

11
Jason Snyder *InfoWorld*

10
Nancy Gershlak *IDC*

9
Li May Chew *IDC Singapore*

8
John Rydning *IDC*
Michael Friedenberg *IDG Enterprise*

7
Ting Yang *IDC China*
Sung-Hwan Hwang *IDC Korea*
Tarun Bhasin *IDC Canada*

6
Dulce Enriquez *IDC Mexico*
Jesse Rutland *IDG Global Solutions*

5
Syed Zaidi *IDC*
Mahendar Vijayan *Center for Consultancy & Research/India*
Nick Mediati *IDG Consumer & SMB*

4
David Best *CXO Media*

3
Cristian Peña *IDC Chile*
Avinash Kalyana Sundaram *IDC Singapore*
Brenda Lim *IDC Singapore*
Tyson Dover *IT World Canada*

2
Kumar Gousundar Das *IDC India*
Ashliegh Alsopp *IDG U.K.*

1
Toan Nguyen *IDC Vietnam*

We want to hear from you!

Got a great story to share with colleagues? Let us help you tell your story. Please use this link, which you will see on every World Update news page on IDG Central, to access a brief form letting us know what's going on at your business unit, and we'll take it from there. Alternatively, send a brief note to world_update@idg.com and fill us in.

Submit Your News

Submit your story idea for possible publication in IDG World Update! Click Here.

unsunghero

Sandra Adlesgruber

Online Marketing Manager, Special Projects

IDG Switzerland

IDG Switzerland Managing Director and CEO ***Michael Hermann*** *named Online Marketing Manager, Special Projects* ***Sandra Adlesgruber*** *as his team's Unsung Hero. "Sandra was online editor for PCtipp and one of most important employees in relaunching its website. She is now our key person for future-oriented projects, which are challenging as they combine business, technology and editorial."*

Home I live in Zürich, but I'm from Austria.

Tenure Six years ago I joined IDG Switzerland as online editor for pctipp.ch because I wanted to acquire experience abroad. A year later I decided to study interactive media management to get more involved with online. After finishing this master's program, I was promoted to project leader for the June relaunch of pctipp.ch.

Primary job responsibilities I deal with demanding customers that want to launch partner channels that combine editorial, business and tech stuff. I write text, program simple things for the site, create some social media solutions, monitor site activities, deliver reports and even try to sell campaigns.

Three things I do in a day's work

- Make sure there enough coffee to survive the first few hours.
- Check what has to be done first. We are a small team, so priorities are important.
- Keep an eye on all our partner channels and bigger campaigns to be sure everything is performing as it should.

What I love most about my job That I have a job that is rich in variety. I have to work with external editors, developers, those in charge of big companies or agencies and our readers.

A hot-button issue I'm dealing with How to make money on the Internet. With all the new web trends it's not easy to tell which will be useful for us.

Latest accomplishment I just got the signed contract for pctipp.ch's Microsoft partner channel. It took me several months to sell this 10-month campaign, but our relaunched website convinced Microsoft to invest.

Online Marketing Manager ***Sandra Adlesgruber*** *joined IDG Switzerland in 2007.*

Career highlight Working at IDG Netherlands last summer. I came home with a backpack full of ideas for our business unit.

What I'm doing to be a better employee I do my best to stay up to date with all the Internet and media industry trends. I'm always interested in other departments, what and how they are doing things because we all have to work together closely to be successful.

Interests outside the office I spend a lot of time with my family, especially with my funny 10-year-old son. I kickbox and run road races. (My last one was a survival run with a lot of mud and cold water.) In winter you can find me in the mountains.

What others can't tell just by looking at me Most people in Switzerland know with one look that I'm from abroad, but they think Spain or Italy. After I say about three words they realise I'm Austrian, and they all start talking about their last holiday there or about Wienerschnitzel and Knödel.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Robert Theunissen *IDG Netherlands*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

15 JULY 2013 | VOLUME 43, NUMBER 22 | WWW.IDGCENTRAL.COM

NEWS - *pages 2-4* | NOTEWORTHY - *page 5* | ANNIVERSARIES - *page 6* | CELEBRATING 20 - *page 7*

Vlijter pitches in at IDG U.K.

IDG Netherlands B2B Publishing Director Maringo Vlijter will head up IDG U.K. B2B group on a temporary basis while a medical leave sidelines Publishing Director Marcus Wilkinson.

SEE MORE ON PAGE 3

Top News

PCWorld U.S. ceases print edition, goes digital only

CIO Australia creates memorable event for HP

IDG Enterprise, LinkedIn team up for marketing offer

Beyoncé was among the performers at last month's BET Experience, produced by IDG World Expo.

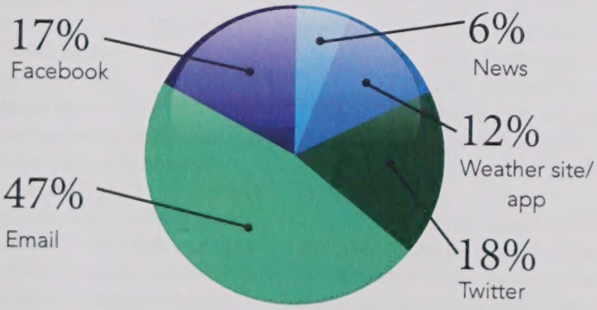
SEE MORE ON IDG CENTRAL

Celebrating 20: IDG Germany's Marlene Buschbeck-Idlachemi travels to Sicily.

SEE MORE ON PAGE 7

Question of the week results

What's the first source you check online in the morning?



Log on to www.idgcentral.com to vote on this week's question:

My plans for summer....

CLICK HERE

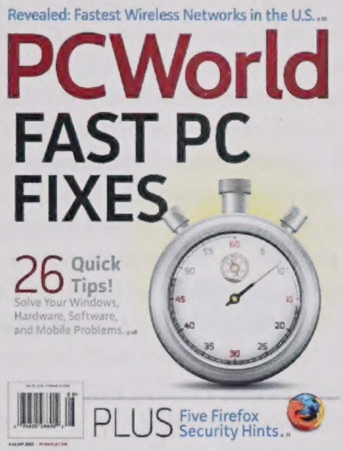
Photo contest starts now!

2014
CALENDAR
CONTEST

SEE MORE ON PAGE 6

PCWorld adopts all-digital format

PCWorld has announced a shift to an all-digital subscription model beginning next month. The August issue, which is shipping now, is the last print edition of PCWorld in the U.S.


Revealed: Fastest Wireless Networks in the U.S.
PCWorld
FAST PC FIXES
26 Quick Tips!
Solve Your Windows, Hardware, Software, and Mobile Problems
PLUS Five Firefox Security Hints

The August issue is PCWorld U.S.'s last print edition.

Print subscribers are being offered the opportunity to register online to receive digital editions of the publication (current digital subscribers do not have to register again). This change does not affect PCWorld.com, which will continue to provide the latest news, reviews and information for all visitors.

The editorial and graphic elements will be designed for a wide range of the most popular devices including Android smartphones and tablets, Kindle Fire, iPads, iPhones and a range of PC and Mac systems.

> "Digital editions will be a key part of our reader revenue strategy moving forward."
>
> *Pete Longo*

"Both technology users and marketers have led the way in the shift from print to online, and our decision to end 30 years of PCWorld print publications reflects their preferences," said **Bob Carrigan**, CEO, IDG Communications. "As a tech media category leader, IDG Communications is at the forefront of the digital transformation, and in that leadership position we've responded to changes ahead of most media categories."

"Our team has spent a tremendous amount of time ensuring that our digital edition will be available in virtually all available formats so that readers can receive PCWorld whenever and however they wish," said **Pete Longo**, CEO, IDG TechNetwork and IDG Consumer & SMB. "Digital editions will be a key part of our reader revenue strategy moving forward. It's a testament to the quality of our colleagues that our website, and now our magazine, will continue to evolve and grow to meet the needs of both our readers and clients who overwhelmingly prefer digital."

No positions were eliminated by the print closure.

PCWorld print subscribers must go to www.pcworld.com/activate no later than August 21, 2013, to activate their digital subscription, choose the device they would like to use to access the digital edition and receive instructions for that device.

"The PCWorld brand in the U.S. helped define the PC industry starting in 1983, but now the digital audience is greater than it ever could be in print," Carrigan said. "The same quality editorial and content production will continue with a focus on interactive media optimized for all of the popular mobile and desktop devices." ■

CIO Australia's use of "live art" creates memorable event for HP

Live art statues meet Chris Clarke and Nicola Darling of Graincorp.

Over the past few years CIO Australia Account Manager **Abigail Swabey** has organized three CIO networking evenings on behalf of HP involving cruises on Sydney Harbor, dinners at restored fortresses and limousine transport to a famous mansion. When it came time to plan the 2013 edition, Swabey, feeling the pressure to raise the bar, found her inspiration in art — including "live art."

"I wanted to create something no one else had done in our market, so designing a concept from start to finish and hiring out an exclusive venue where we could run a unique event was a challenge but very exciting," Swabey said. "The Art Gallery of New South Wales was my canvas for this, and I wanted to find an angle we could build on that was fun. That's where the Live Art concept came from — that and watching way too many *Step Up* movies."

CIO Australia took over one of the galleries for the cocktail and dinner event. While 100 CIOs chatted during the first hour, "live art" dancers, painted to resemble the artwork they were performing in front of and perched atop pedestals as though they were moving statues, entertained the guests. Later, attendees could have their photos taken with the performers, and the pictures were displayed in a replica HP Print Gallery where prizes were awarded for the funniest poses. "The CIOs loved every second of it," Swabey said.

Guest Mike Israel demonstrates how to strike a pose.

Keynote speaker Todd Sampson, CEO of ad agency Leo Burnett's Australia division, talked about creativity and innovation, "which tied in so well with our entire evening's entertainment," she added.

"Running a normal, everyday conference is not something marketers are looking to do today," Swabey said. "They are all looking for something new, fresh and out-of-the-box, something that attendees will remember. Our department has had to evolve to that next level, and we'll continue to run those kinds of events."

Write to Abigail Swabey. Click here for more photos from the event; click here for a video montage of the evening. ■

IDG Netherlands' Maringo Vlijter on 'free loan' to IDG U.K.

Dutch exec will head up B2B operations while U.K. publishing director on medical leave

*IDG U.K. Managing Director **Kit Gould** (left) and Publishing Director **Marcus Wilkinson** (right) presented IDG Netherlands B2B Publishing Director **Maringo Vlijter** with an English football jersey when he visited the U.K. office last month. Vlijter, a talented soccer player who was one of 25 players in the selection of the Dutch National Youth Team, at one point had to choose between pursuing a career as a professional soccer player and earning a university degree. Fortunately for him, a Dutch coach working at Xavier University in Cincinnati, Ohio, heard about his situation and offered Vlijter a full scholarship to study and play soccer at Xavier for four years.*

With IDG U.K. Publishing Director **Marcus Wilkinson** needing to take an eight-week medical leave, Managing Director **Kit Gould** knew he had to recruit an interim replacement to keep the group's busy B2B operations on track. Given the learning curve required to get up to speed on the business, however, it seemed unlikely that any outsider would be able to make much of a contribution during the relatively brief two-month period.

"We needed to find someone with the right B2B publishing experience who knows our clients and our agencies as well as our brands. Familiarity with the IDG Global Solutions relationship as well as members of our staff here in the U.K. would be a bonus," Gould said.

After discussing his idea with IDG Communications SVP Human Resources **Piper Sheer**, Gould got the go-ahead to approach another IDG business unit to broker a temporary "free loan" of a skilled team member who could hit the ground running. To his delight, he found both the perfect candidate and a willing managing director at IDG Netherlands.

Beginning this month, IDG Netherlands B2B Publishing Director **Maringo Vlijter**, who has been spearheading the successful growth of the Dutch B2B business while establishing a number of the brands and products produced in the U.K., will temporarily relocate to London and head up IDG U.K.'s B2B business.

"I'm looking forward greatly to working with Maringo," said Gould. "I know he will lead our B2B team extremely well for the next two months, and I hope the relationships and experiences last a lot longer than that. Maringo will contribute a different point of view to our business that I hope we can all gain from. Whilst at the same time, I hope we will give him the opportunity see 'under the hood' of IDG U.K. and facilitate the introduction of many of our methods, approaches and successes back into his business in the Netherlands."

Seconding that sentiment, IDG Netherlands Managing Director **Robert van Loon** added, "U.K. operations are always an example for us in the Netherlands, so when Kit called, I said yes immediately. Although we still believe all business is local business, we also believe that you can always learn from your neighbors. If you visit a country for a week, you are still a tourist, but if you live in a country for two months, you begin to understand how things work and why they are successful."

> "U.K. operations are always an example for us in the Netherlands, so when Kit called, I said yes immediately."
>
> *Robert van Loon*

Vlijter, who joined the company in November 2011, will retain his leadership responsibilities for the Business Media group at IDG Netherlands while in London. He said he will stay in touch with his team via conference calls and occasional trips back to the office but noted that this arrangement is also "a great opportunity for the Business Media team to step up and deliver."

Noting that he hopes to share ideas and discuss challenges regarding the B2B market with the U.K.'s Business Media team, Viljter said, "this opportunity exemplifies IDG's 'think global, act local' philosophy. Moreover, the B2B business is constantly evolving and a different setting, cultural and business approach will help to accelerate progress because it will challenge the framework and the mind-set both units normally act within."

Conceding that Vlijter's absence will not go unnoticed, van Loon noted, "In the short term we run the risk of not achieving our numbers, due to Maringo being in London. But given the great team that is in place in the Business Media group here in the Netherlands, we think that risk will be minimal. In the long run, we expect to reap many benefits, for instance in the areas of automated trading and events, where we can learn a lot from the U.K."

Contact Kit Gould, Robert van Loon or Maringo Vlijter. ■

IDG Enterprise teams up with LinkedIn to offer high-visibility marketing program

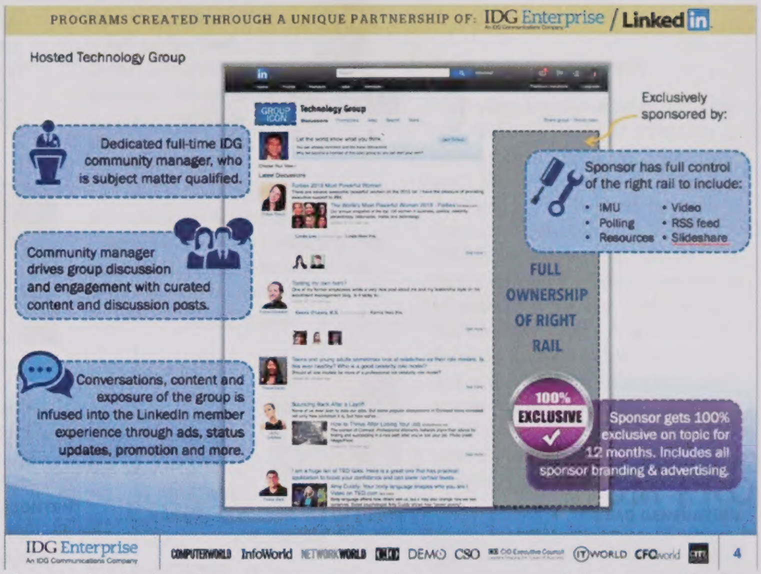
IDG Enterprise has teamed up with LinkedIn to offer marketers a new way to connect with highly engaged prospects and customers on the social media platform. The two new offerings will be managed by IDGE's Custom Solutions Group (CSG) and will use IDG-developed content and community services on the LinkedIn platform. IDG Global Solutions will join the IDG Enterprise sales teams in sales efforts for the company's largest tech vendor customers.

The Hosted Technology Group program involves a one-year exclusive sponsorship of a LinkedIn group focused on a single key topic such as virtualization, security, cloud, data center, networking, unified communications, business intelligence, mobility and converged infrastructure. The sponsorship includes group recruitment, a dedicated IDG group manager, daily content and discussion posts and discussion curation by IDG. Content will include licensed editorial content as well as infographics, primary research and video. It also includes ad placements and client-produced content assets and posts and information on the expected number of group members.

The Custom Technology Group program is a six-month exclusive sponsorship that uses the same group structure and sponsor ad placement components but allows the sponsor to select the subject focus and content. This program will feature groups that are built around a vendor's particular marketing campaign and not tied to a single technology topic as with the hosted groups. IDG CSG will create content assets such infographics, primary research and videos that meet the client's messaging needs.

"This agreement greatly expands a relationship with LinkedIn that IDG Enterprise developed several years ago with the CIO Forum, which has grown to more than 52,000 executive IT members," said **Charles Lee**, IDG Communications SVP, Strategic Marketing Services and Custom Solutions. "LinkedIn is a preferred social network for both business professionals and technology buyers, making it a key platform for IT marketers. Combined with IDG's content and content engagement expertise, clients now have a unique branding and thought-leadership opportunity."

Microsoft is currently working with IDG on a beta test of the new IDG Enterprise/LinkedIn program called Microsoft Office 365 Content on Demand. The program combines IDG custom content and IDG group seeding/community threading services and a Resource Center microsite with LinkedIn group analytics, promotions and media. According to Lee, IDG is producing "high volumes of fluid discussion post content along with scheduled infusions of more structured content assets that are designed to fuel the discussions." The site also includes Microsoft-supplied content assets and general press coverage of Office 365. All LinkedIn promotions, which include paid media, content modules, status updates, sponsored updates and more along with IDG's group seeding posts, drive users to download content from the Resource Center.


PROGRAMS CREATED THROUGH A UNIQUE PARTNERSHIP OF: IDG Enterprise / LinkedIn

Hosted Technology Group

Dedicated full-time IDG community manager, who is subject matter qualified.

Community manager drives group discussion and engagement with curated content and discussion posts.

Conversations, content and exposure of the group is infused into the LinkedIn member experience through ads, status updates, promotion and more.

Exclusively sponsored by:

Sponsor has full control of the right rail to include:
- IMU
- Polling
- Resources
- Video
- RSS feed
- Slideshare

FULL OWNERSHIP OF RIGHT RAIL

100% EXCLUSIVE

Sponsor gets 100% exclusive on topic for 12 months. Includes all sponsor branding & advertising.

Technology Group
IDG Enterprise
COMPUTERWORLD InfoWorld NETWORKWORLD DEMO CSO ITWORLD CFOworld
4

The Hosted Technology Group program gives marketers a one-year exclusive sponsorship of a LinkedIn group focused on a single key topic.

> "LinkedIn is a preferred social network for both business professionals and technology buyers. Combined with IDG's content and content engagement expertise, clients now have a unique branding and thought-leadership opportunity."
> *Charles Lee*

"The goal of the program is to increase awareness and understanding of Microsoft Office 365 among IT decision makers at mid-size U.S. businesses," said Lee. "And our plan is to expand out to other markets outside the U.S. and to expand the concept to other Microsoft product groups."

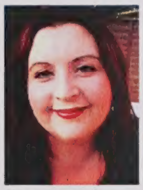
For more information, contact Charles Lee. ■

noteworthypeople

Promotions

Drake

Christian Drake of IDG Global Solutions EMEA has been promoted to commercial director, International Sales U.K., taking on the responsibility for the running of all agency sales within the U.K. Christian joined IDG Global Solutions in July 2011 as director, international sales and was awarded the IGS President's Award: Global Sales Performance of the Year 2012. christian_drake@idg.com


Homewood

Verity Homewood has been promoted to associate director, Program Management. Verity has a wealth of experience within the delivery team having been with IGS since 2002, and has a track record for being able to deliver complex custom programs. verity_homewood@idg.com

Truscott

Juliet Truscott has been promoted to manager, Program Coordination and will take responsibility for the day-to-day management of the Program Coordination group within the agency sales team. juliet_truscott@idg.com

Geary

Dean Geary has been promoted to senior program coordinator and moves to the Strategic Client team, reporting directly to **Richard Beagley**, senior director strategic clients. dean_geary@idg.com

"All four promotions at IDG Global Solutions EMEA are in recognition of outstanding performances and aligns the strengths of the individuals with the structure, enabling us to provide the service levels our agencies and clients have come to expect" said **Neil Michael,** VP international sales, IGS EMEA.

New employees

Dominguez

IDC Philippines has hired **Jerome Dominguez** as an associate market analyst responsible for Philippine PC and monitor market research; he was previously a private equity research analyst with FactSet Research Systems. He holds double degree in economics and advertising management from De La Salle University/Manila where he was an active member of the Debate Society. Away from the office he enjoys reading, music, arcade games and exploring new restaurants. jdominguez@idc.com

Santos

Also new at **IDC Philippines** is Associate Market Analyst **Mª Cecilia Santos**. Previously a research analyst at Thomson Reuters Philippines, she earned a B.A. in marketing management from Manila's College of the Holy Spirit; she is currently working toward an MBA from San Beda College. In her free time she enjoys movies and "going malling and shopping." ceciliasantos@idc.com

Yiu

Previously a marketing research assistant with Actrium Solutions Ltd., **Marco Yiu** joins **IDC Hong Kong** as an associate market analyst. He holds a degree in risk management from the University of Hong Kong and enjoys reading, watching movies and all types of sports, particularly badminton and bowling. myiu@idc.com

Veit

New at **IDG TechNetwork**'s Munich, Germany, office is **Sebastian Veit**, junior publishing manager. Previously an Intranet Governance intern with Siemens Energy, he holds an M.A. in political science and sociology from Germany's Friedrich-Alexander University. His hobbies include billiards and running; he recently completed a half marathon. sveit@idg.de

JOE MOLA
Kinnier

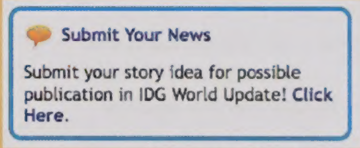
IDG Enterprise's Digital Solutions Group has hired **Chris Kinnier** as a digital ad trafficker. He was previously an ad operations coordinator with Bloomberg Businessweek and holds a B.A. in film studies and psychology from Hofstra University in Hempstead, N.Y. Away from the office he enjoys hiking, camping and filmmaking. ckinnier@idgenterprise.com

Returning employees

Previously a regional sales manager with Network World and then an account director with IDG TechNetwork, **Gena Wyss** returns to IDG as director, Global Accounts and Consumer Advertising with **IDG Global Solutions**. She most recently worked for CBS Interactive as an account executive, Technology Business and News. A graduate of Ramapo College in Mahwah, N.J., with a B.A. in communications, she enjoys travel, dining and "drinking good wine." She and her husband recently welcomed their first child, a daughter. gena_wyss@idg.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Got news? We want to hear about it!


Submit Your News

Submit your story idea for possible publication in IDG World Update! **Click Here.**

The editors of IDG World Update are constantly on the lookout for story ideas from IDG's worldwide business units and licensing partners. To make it easier for you to alert us to news, there is an easy-to-use form on the home page of IDG Central. Simply click on the "Submit your news" button and fill in the blanks as indicated. It only takes a moment, and it's a great way to get your business unit and colleagues the recognition they deserve. Alternately, send an e-mail to the editors at world_update@idg.com, and we will follow up with you.

Most stories included in IDG World Update have a business focus. New products or services, best practices, new means of generating revenue or serving readers are examples of the kinds of stories for which we are constantly on the prowl. We also welcome tips on employees who might make good candidates for a profile, someone who contributes significantly to the productivity of your group, won an award, saved the company money or contributed to improved morale. Additionally, we occasionally profile employees who pursue interesting hobbies and avocations outside of the office. Let us know!

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Karen Quack *IDG Germany*

26
Kimberly Schuberthan *IDC*

25
Judy Callahan *IDG*

23
Scott McLarnon *IDC*

21
Randy Perry *IDC*

19
Loren Loverde *IDC*

18
Ulla McGee *IDG Consumer & SMB*
Joan Young *IDC*

17
Bill Ganci *IDC*

16
Verena Schieder *IDG Germany*

15
Meredith Whalen *IDC*

14
Earl Joseph II *IDC*

13
Lauren Fitzgerald *IDC*
Dorothy Merullo *IDC*
Mary Ann Daneke *IDC*
Isa Stamp *IDG Germany*
Linus Wolter *IDG Sweden*

12
Meghan Baker *IDC*
Adam Sienkiel *IDG Poland*

11
Stephen Vass *IDC Singapore*
Bert Sluijter *IDG Netherlands*

10
Helen Palmer *IDG Global Solutions*

9
Sandra Tubbs *IDC*
Scott Tiazkun *IDC*
Ramon Llamas *IDC*
Julekha Khan *IDC Australia*
Yong-Jin Jun *IDC Korea*
Cyrus Daruwala *IDC Singapore*
Cristina Rivas *IDC Mexico*

8
Caroline Mewing *IDG Enterprise*
Victor Lim *IDC Singapore*
Lam Nguyen *IDC Vietnam*

6
Simon Ellis *IDC*
Elizabeth Chan *IDC Singapore*
Pavitra Jayaram
IDC Center for Consultancy & Research/India

5
Joan Goodchild *CXO Media*
Ruth Flynn *IDC*
Matthew Iaricci *IDC*
Naveen Hegde *IDC India*
Sudev Bangah *IDC Indonesia*
Samuel Rodrigues *IDC Brazil*

4
Sissi Wang *IDC China*
Yvonne Khoo *IDC Malaysia*
Wagner Alexandre Kojo
Now!Digital Business
Maciej Rogacki *IDG Poland*

3
Armando Rodriguez
IDC Consumer & SMB
Charles Sacco *IDC*
Arancha Ramachandra *IDC*
Gregory Girard *IDC*
Serine Hooi *IDC Malaysia*
Arunachalam Muthiah
IDC New Zealand
Siddharth Choudhary *IDC Singapore*
Sherrie Huang *IDC Singapore*
Kiranjeet Kaur *IDC Singapore*
Chris Zhang *IDC Singapore*
Fabian Polkehn *IDG Germany*
Emily Snowden *IDG U.K.*

2
Cynthia Burghard *IDC*
Yiye Feng *IDC*
Andrew Munton *IDC*
Bee Yang *IDC*
Albert Wang *IDC China*
Janice Chan *IDC Hong Kong*
Cherie Mak *IDC Hong Kong*
Emma Liu *IDC Taiwan*
Apples Lu *IDC Taiwan*
Angel Wu *IDC Taiwan*
Kelley Palmer *IDG Enterprise*
Marco Antonio Soto *IDC Chile*
Ingo Kruck *IDG Germany*

1
Eamon Sharkey *IDG Australia*
James Yan *IDC China*
Shahnawas Latiff *IDC India*
Sui-Jon Ho *IDC Malaysia*
Natalie Lee *IDC Malaysia*
Ashadi Cahyadi *IDC Singapore*
Royd Vicente *IDC Philippines*
Cristian Gomez Nilo *IDC Chile*
Aaron Bery *IDG U.K.*
Billy Ekblom *IDG Sweden*
Robin Kool *IDG Netherlands*
Jorge Ferreira *IDC U.K.*

It's here! Enter the 30th Annual IDG Employee Photo Calendar Contest

2014
CALENDAR
CONTEST

It's time to look through your photo files, head out with a camera to discover the world around you and submit your best images to IDG's 30th Annual Employee Photo Calendar Contest.

The calendar, which is mailed to all IDG affiliate offices worldwide, is an opportunity for a bit of fame and — should your entry be one of the top three vote getters — even some spending money.

First, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what to do:

- Submit up to two color or black-and-white digital images on any subject. Images must be high-resolution files suitable for publication in a print calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should have your name, business unit, telephone and e-mail address in the body of the e-mail. Please be sure to include a title for your photograph(s).
- Send photos (and any questions) to world_update@idg.com.
- Entries must be received by Sept. 13, 2013.

IDG employees worldwide will select the 12 winning photos by voting for their favorites on IDG Central. More information about the online voting will be published in September. Online voting will take place during the weeks of Sept. 23 and Sept. 30.

Winners will be notified in early October. If your photo is one of the 12 selected, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

Good luck! ■

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office (such as the one at right from IDG Sweden), at an event, a staff meeting, etc. Send the photo with a short description to idgcentral@idg.com.

celebrating20

Marlene Buschbeck-Idlachemi

Editor-in-chief, Macwelt, iPhone-Welt, iPadWelt

IDG Germany

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Germany's Marlene Buschbeck-Idlachemi traveled to Sicily earlier this year.

Joined IDG Germany

June 1992

Career path

I started working for IDG in January 1991 as a freelancer and accepted a permanent position as a Macwelt editor in June 1992. In 1993 I became managing editor and was responsible for software tests, later for our publishing department. I was appointed senior deputy editor in 1995, deputy editor-in-chief in 2000 and have been editor-in-chief since 2011. Through all these years Macwelt has watched the rise of Apple and Steve Jobs from the front row; this has been a huge privilege. Macwelt expanded as Apple did: we launched the bimonthly iPhoneWelt in 2009 and the bimonthly iPadWelt in 2011. Currently we edit three digital magazines in addition to these, and there are more to come.

Why I chose this trip

This year Easter was early, in March, so I was looking for the warmest spot in Europe. Sicily combines great nature with a long history. In a day's drive you can see scenes from the Roman Empire, the Middle Ages and the Baroque era. You will find sandy beaches and rocky shores, silent hills and lively towns like Palermo or Syracuse. Since we traveled with our own car we were free to decide which monuments and cities to visit and when to stop and spend an afternoon on the beach. We were lucky enough to witness the outbreak of spring — beautiful!

Huge servings of of ice cream in buns — my daughters' favorite part of the trip.

Who I traveled with

My husband and my two younger daughters came with me, and we all enjoyed the luxury of staying in hotels: no cooking, no cleaning! We never did that before, we usually spend holidays in our house in Morocco or in a rented home.

True April weather: My husband Khalid and I in Mondello, a traditional beach resort near Palermo.

Trip highlights

Palermo: Great city, stunning churches, ancient buildings, museums, murderous traffic and a shocking examples of structures in decline — all in one city!

Natural Reserve of Scopelo: Beautiful nature, lonesome coast

Erice: Pure Middle Ages

Noto: Baroque all over the place.

Ätna: Very windy, always rumbling, white snow on black lava.

Thanks IDG, what a present!

Una piccola danza: the joy of living the Sicilian way.

Khalid, Karima and Leila playing in the street.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Marlene Buschbeck-Idlachemi *IDG Germany*
Bob Carrigan *IDG Communications*
Randall Grilli *IDG Consumer & SMB*
Kit Gould *IDG U.K.*
Charles Lee *IDG Enterprise*
Barbara Simon *IDG Australia*
Abigail Swabey *IDG Australia*
Robert van Loon *IDG Netherlands*
Maringo Vlijter *IDG Netherlands*

» COMING SOON: THE 2014 IDG EMPLOYEE PHOTO CALENDAR CONTEST — STAY TUNED FOR DETAILS!

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

8 JULY 2013 | VOLUME 43, NUMBER 26 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

PREMIOS
COMPUTERWORLD & CIO
HOTEL RITZ MADRID

IDG Spain launches Computerworld & CIO Ibero-American Awards

Launched in cooperation with multiple IDG business units and licensees, the awards honor innovative uses of IT in Spanish- and Portuguese-speaking countries.

SEE MORE ON PAGE 4

Top News

IDG Germany event connects journalists, PR pros

IDG Sweden's Instagram contest highlights redesign

One on One: IDG Creative Lab's Ekapat Chareonlarp

Publishing Partner Profile: Austria's Info Technologie

Staff at IDG Enterprise took a break from work last month to enjoy an onsite summer outing.

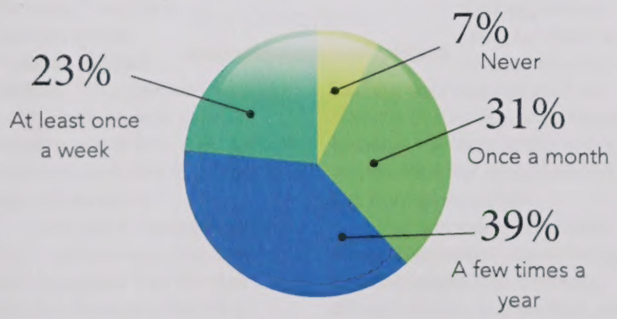
SEE MORE ON PAGE 6

Unsung Hero: IDG Corporate Services Database Administrator Brian Kukowski is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How often do you video conference or video chat?



Log on to www.idgcentral.com to vote on this week's question:

What's the first online source you check in the morning?

CLICK HERE

Welkom!

On July 1, staff at IDG Netherlands set out the welcome mat for colleagues from IDC Benelux. The 14 IDC employees will now share office space with their IDG colleagues. The address for both groups is: Transformatorweg 80, 1014 AK Amsterdam, The Netherlands. IDC Benelux's phone number is: +31-20-758-59-80.

IDG Germany's Meet the Press event connects IDG journalists, PR community

***Ronald Wiltscheck**, editor-in-chief, ChannelPartner, speaks with two attendees during the networking component of the event.*

IDG Germany deepened its relationship with the IT public relations community by hosting its second Meet the Press event last month. More than 120 representatives from agencies, IT and telecommunication companies and corporate communications managers from IT vendors attended the half-day session for a chance to network with 50 IDG editors and learn more about their B2B and B2C brands.

"Meet the Press is truly a joint initiative within IDG Germany," said IDG Business Media Publisher **Michael Beilfuss**. "This year we invited editors from several partner websites within IDG TechNetwork Germany, and their appearance was well-received."

Participants spent almost six hours on the speed-dating portion of the program.

Last year's "speed dating-style" networking component was so popular that the staff decided to expand the time devoted to the conversations and eliminate a keynote speaker and roundtable discussions. This year participants spent almost six hours on the speed-dating portion of the program, with breaks for lunch and coffee. Attendees and editors held 20-minute one-on-one or small group chats on a variety of topics, including B2B, consumer tech and gaming; how both parties can benefit from PR opportunities and how to improve their working relationships.

More than 400 speed chats took place, compared with 238 last year, and 15 additional editors participated this year.

The program also included 10 minutes for remarks from sponsor WiredMinds, a third-party data provider and website-tracking service. Last year there were six sponsors, but Beilfuss said they reduced the number of sponsor slots this year because the focus of the event was much more about networking than sponsorships.

The day wrapped up with a panel discussion, attended by **Stefan Huegel**, IDG Germany director online, and Beilfuss, on big data and how it relates to PR companies, agencies and the media, followed by a closing reception.

Next year's Meet the Press is scheduled for May 22.

Write to Michael Beilfuss.

Steal this idea

IDG Sweden Instagram contest draws attention to publication's new design

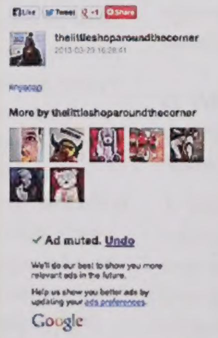
To help draw attention to its recent redesign, staff at IDG Sweden's CAP&Design publication turned to the popular photo-sharing site, Instagram. Readers were asked to snap a photograph of their favorite component of the redesign and post it to Instagram with the tag #nyacap ("new CAP" in English). The competition was marketed on CAP&Design's Facebook page, website and newsletters.

According to **Andreas Ivarsson**, media producer at IDG Sweden's Strategic Marketing Services group and a member of the company's Social Media Group, which works to build awareness and knowledge about social media among IDG Sweden staff, the almost 300 entries they received were "a great response given the niche audience served by CAP&Design."

The team used SnapWidget to embed the photos on its website. "SnapWidget is a good service if you want to embed a certain hashtag on your website," Ivarsson said. "You simply upload some embed code and don't have to code anything yourself. But the downside is that you can't moderate the entries, which could be a problem. The next time we will probably develop a more customized solution."

The contest was open for about a month, and editors at CAP&Design selected the 13 winning entries based on creativity and originality. Winners were invited to choose prizes donated by a variety of vendors including Harman Kardon, Electrolux, KOSS, Crumpler, Eizo and many more.

For more information, contact Andreas Ivarsson.



thelittleshoparoundthecorner
2013-03-29 16:28:41

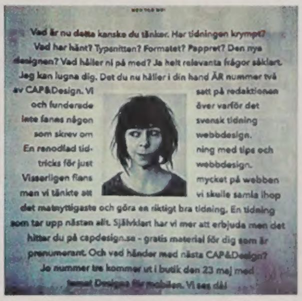
#nyacap

More by thelittleshoparoundthecorner

✓ Ad muted. Undo

We'll do our best to show you more relevant ads in the future.

Help us show you better ads by updating your ads preferences.



Vad är nu detta kanske du tänker. Har tidningen krympt? Vad har hänt? Typsnitten? Formatet? Pappret? Den nya designen? Vad håller ni på med? Ja helt relevanta frågor såklart. Jag kan lugna dig. Det du nu håller i din hand ÄR nummer två av CAP&Design. Vi satt på redaktionen och funderade över varför det inte fanns någon svensk tidning som skrev om webbdesign. En renodlad tidning med tips och tricks för just webbdesign. Visserligen finns mycket på webben men vi tänkte att vi skulle samla ihop det matnyttigaste och göra en riktigt bra tidning. En tidning som tar upp nästan allt. Självklart har vi mer att erbjuda men det hittar du på capdesign.se - gratis material för dig som är prenumerant. Och vad händer med nästa CAP&Design? Jo nummer tre kommer ut i butik den 23 maj med temat Designa för mobilen. Vi ses då!

CAP&Design readers snapped photos of their favorite components of the redesign and posted them to a CAP&Design Instagram gallery.

OneonOne

Ekapat Chareonlarp

IDG TechNetwork and IDG Consumer & SMB

The VP of the IDG Creative Lab is this week's columnist. Reach him at ekapat_chareonlarp@idg.com.

> "Our expertise in digital storytelling rivals that of any agency. We're a trusted, comprehensive, hands-free service for brands, with a proven legacy of generating results way beyond industry standards."

Q What is the IDG Creative Lab?

A IDG Creative Lab is a combination of the best-in-class creative ad technologies and premium, brand-centric content marketing. With the successes of IDG TechNetwork's Tech Media Lab and IDG Consumer & SMB's ContentWorks group over the past three years, separately and together, it made perfect sense to fuse these two elite groups. The result is a powerful, cohesive content and creative team that is much greater than the sum of its parts.

IDG Creative Lab is the next generation of brand-driven content creation for tech audiences. Our expertise in digital storytelling rivals that of any agency. Our content architecture blueprints are built from the ground up, custom fitted for each campaign. Our product is designed to attract modern tech marketers who demand an adaptive, appealing, original approach to telling their brand's story and accomplishing their specific goals. We're a trusted, comprehensive, hands-free service for brands, with a proven legacy of generating results way beyond industry standards.

Q Why was the decision made to merge these two groups? What are the benefits to customers?

A Web is content. Without content, the web has no value. When we started Tech Media Lab, we relied heavily on advertisers' existing content, which in many cases did not work well for our audience. Even in those circumstances, our in-house design team was able to utilize advanced interactive technologies to deliver user engagement superior to most comparable agencies. Meanwhile, the ContentWorks team has been creating compelling and successful custom content for brands. They have been able to strategically leverage in-house expertise against audience data and the trusted relationship our brands have with readers, from both contextual and community-focused perspectives. The combination of the two units is so powerful that I believe that our core combined elements of content, technology and creativity will set the new standard for all brand-centric advertising in the near future.

Q What can this new group do for customers?

A This is definitely good news for IDG customers. We can now simplify the development of every digital campaign by having one cohesive team. We can also leverage the strengths of nearly 30 years of IDG CSMB publishing brands, along with the modern tech platforms and vast scale of IDG TechNetwork, to power their programs. From big ideas to off-the-shelf solutions, we now have the most complete brand-centric marketing foundation in the industry. We are equally capable of helping advertisers with small, scattered budgets and executing global buys.

We recently launched the Dell In-Funnel campaign. Dell came to us with a revenue share program, and we used In-Funnel native ads to help drive mid-funnel traffic to Dell.com. We are four weeks into the campaign, and Dell just provided us with additional budget due to the high conversion. The key to our success is the editorial content, new user experience and data targeting.

We also have a slew of exciting new products. We are implementing rapid response content development that uses topical trending data and predictive technology, as well as real-time social consumption measurement. We're also utilizing a content discovery tool that programmatically pulls the most relevant content from an advertisers' website and feeds it back to sponsored content pages, which are beautifully displayed with various interactive tactics. Our content discovery tool is quite advanced. It can pick up SWF files, video, image and text with associated thumbnails. This is far superior to traditional methods, which would hinge on placing an ad designed by a creative agency that doesn't understand or have a relationship with the audience.

Q What are some of the key trends you are seeing in terms of what customers are looking to do with their marketing campaigns?

A While Content Marketing made it to the top of the must-do lists for marketers this year, I found from our recent presentation roadshow that both brands and agencies are seeking what I call "plus marketing solutions." This is a unique blend of multiple marketing tactics that maximizes their investment for a particular campaign. It's a huge opportunity for IDG Creative Lab to be the "solution integrator," similar to those in IT industry we have long served. There are many new choices and complex technologies in today's digital marketing environment, and buyers are seeking a trusted partner to help them meet their precise marketing objectives.

I believe IDG Creative Lab is perfectly positioned to develop the most advanced set of solutions for both broad and niche needs, because our prod-

continued on page 7

IDG Spain launches Ibero-American Awards

Multiple Spanish-, Portuguese-speaking business units, licensees support effort

Several years ago, Computerworld Honors Program organizers contacted IDG Spain Managing Director **Manuel Pastor** for assistance in boosting submissions from Spain. When a number of those entries were recognized that year, Pastor said he began to consider organizing a similar type of program as a collaboration among IDG's Spanish- and Portuguese-speaking business units to honor outstanding IT projects in the Ibero-American region.

"Our goal was to create something new among IDG's Spanish- and Portuguese-speaking countries where many IDG business units could collaborate and participate. This type of collaboration is not very common at IDG as usually each business unit tends to work independently," Pastor said. His team contacted every IDG business unit and licensee in Spanish- and Portuguese-speaking countries. Among those providing the most support were CrocodilioMedia in Portugal, Ediworld in Ecuador, Ediworld in Mexico, Now! Digital Business in Brazil and the Hispanic American Publishing Group, based in Miami and serving various countries in Latin America. Pastor said he also received support from numerous IDG business units in Germany, Sweden, Netherlands, Poland, India, Australia, Switzerland and Japan, which helped to publicize the awards program.

This April, the Computerworld & CIO Ibero-American Awards honored 11 companies and institutions in Spain, Portugal and Latin America for ICT implementations that were both technologically innovative. The awards ceremony took place at the Ritz Hotel in Madrid with 151 people in attendance. The honorees were selected from more than 100 nominations from nine countries. The judging panel was composed of the leaders of the business units and licensees collaborating on the event. Projects were recognized in the fields of sustainability, health care, digital inclusion, transportation, education, public administration, security and banking.

The winners were Enagas; the Smart Santander project; Banco Sabadell; the tax authorities of Portugal; Gigas; Live Project Parking Portugal; the systematization of information project of the Technical Secretariat of the Presidency of El Salvador; the Rural Schools Project & Cloud Computing, led by the Supercomputing Center of Galicia; Fraternidad Muprespa; the law firm Cuatrecasas Gonçalves Pereira; and Integral System project Ensino de Sao Paolo, Brazil.

I PREMIOS
COMPUTERWORLD & CIO
HOTEL RITZ MADRID

Winners of the first Computerworld & CIO Ibero-American Awards pose with some of the IDG executives and licensing partners in attendance. They include: ***Paulo Fernandes****, managing director Crocodilio-Media (fourth from left);* ***Trino Ramos****, president, The Hispanic American Publishing Group (sixth from left);* ***Keith Arnot****, VP/International Finance (seventh from left);* ***Mª José Marzal****, Computerworld manager and events manager, IDG Spain (eight from left);* ***Manuel Pastor****, managing director, IDG Spain (ninth from left); and* ***Fernando Muñoz****, events assistant manager, IDG Spain (front row, left).*

"Spain, Portugal and the countries of Latin America share a common culture, and it is important for our media brands to find ways to support the growing ICT community on both sides of the Atlantic," said Pastor. "These awards are one way for IDG to reinforce its role as the world's leading IT media company, bringing together top vendors with some of the world's most innovative and forward-thinking users."

I Premios Iberoamericanos Computerworld & CIO

Distinguir la labor de empresas e instituciones en su apuesta por las Tecnologías de la Información y la Comunicación de España, Portugal y Latinoamérica es el objetivo de los Premios Iberoamericanos Computerworld & CIO, cuya primera edición se celebró en Madrid.

server
IDG TV .es
user
e-mail
Compartir

Click to view a video about the awards program, produced by IDG Spain and available on IDGtv.es.

Pastor said that while IDG Spain created the awards and took the initiative on this first edition of the Computerworld & CIO Ibero-American Awards, he hopes, given that this is an international project, that next year it will take place in a different country and be led by another business unit, "perhaps even with assistance from IDG Global Solutions." To date, the team at CrocodilioMedia in Portugal has expressed interest in running the second edition of the awards.

For more information, contact IDG Spain Editor Arancha Asenjo. ■

Partner profile

IDG's Austrian licensee a small but mighty player in local B2B IT media space

Company name Info Technologie Verlag, GmbH

Location Vienna, Austria

Brands published under license to IDG Computerwelt Austria, ComputerPartner Austria, along with three yearly Computerwelt special magazines: IT Atlas, Top 1,001 and IT Macher. All of the publications are available in both print and online.

Number of employees 17

Primary IDG contact General Manager and Owner **Manfred Weiss**

*The Info Technologie team includes (l-r) **Manfred Weiss**, general manager and owner; **Alexander Wolschann**, Computerwelt Austria deputy editor-in-chief; **Michaela Holy**, Computerwelt Austria editor; **Roland Kissling**, online manager; **Jennifer Weiss**, office manager; **Christof Baumgartner**, Computerwelt Austria editor; **Rudy Felser,** Computerwelt Austria editor; and **Wolfgang Franz**, Computerwelt Austria editor.*

History IDG Austria was launched in 1986, publishing the market-leading weekly Computerwelt Austria and the monthly reseller publication ComputerPartner. Weiss joined IDG Austria as general manager in February 1986, stepped down in 2000 and in 2002 agreed to purchase all of the shares in IDG Austria and take over management of the company under a license agreement.

Competitive landscape Besides the Austrian daily newspapers and business weeklies, Info Technologie has three direct rivals — the monthlies Monitor and IT&T Business and the bi-monthly magazine Output. Online there are still more competitors, according to Weiss. "The biggest challenge we face is the increasing number of really good B2B IT articles in the weeklies and dailies," Weiss said.

"The Info Technologies publications concentrate on B2B, but unfortunately the big advertising money is going to B2C media and television. We concentrate very much on our key readers — CIOs, IT directors and other IT professionals — and their information needs, focusing on quality instead of quantity."

Info Technologie's office builidng on Halbgasse in Vienna, Austria.

Benefit of partnering with IDG "It makes us a part of the world's leading IT publisher," Weiss said. Among the perks of being an IDG licensee he said are being able to use material from the IDG News Services and having Info Technologie integrated into global ad campaign packages.

A family affair While Weiss is general manager and owner of Info Technologie, his wife Brigitte controls the financial side of the business, his son Oliver is an editor of Computerwelt and his daughter Jennifer is Info Technologie's office manager.

Weiss added that the company has a very flat hierarchy with a very low employee turnover rate. "However, while the team discusses everything, at the end of the day I, and only I, make the final decisions," Weiss said.

On the transition to digital Info Technologie recently launched a Computerwelt Austria iPad app and will launch a mobile version of Computerwelt Online shortly. All three of the special magazines are available in electronic editions. ■

noteworthypeople

New employees

Christa Uymatiao joins **IDC Philippines**'s Publishing Services and Technology (PS&T) group as a production coordinator for Asia/Pacific PS&T and IDC China. She lived in China recently studying and working as a part-time teacher; before joining IDC she worked for her family's business. She graduated from the Philippines' Ateneo de Manila University with a degree in Chinese studies and has also studied language and culture at three different universities in mainland China. She enjoys reading books and writing poetry, essays and reviews in her spare time. cuymatiao@idc.com

Barnum

JOE MOLA

Shelly Barnum joins **Computerworld** as an account coordinator, a title she held with her previously employer Curse, Inc. She earned a B.A. in psychology from the University of California/Northridge and enjoys playing and writing music, travel and exploring the Boston area. shelly_barnum@computerworld.com

Preston

IDG WORLD UPDATE

IDG Tech Network has hired **Drew Preston** as digital sales associate. He previously worked for UBM as a sales and lead management coordinator. A graduate of the University of Wisconsin, he holds a B.A. in economics and history. In his free time he enjoys cooking, art and fitness. andrew_preston@idgtechnet.com

Bazhenova

Digital Account Service Manager **Olga Bazhenova** comes to **IDG Enterprise** from her previous role as a marketing project manager with Ivre and Associates. A graduate of Boston University, she holds a B.A. in economics and international relations. Away from her desk she enjoys travel and biking. obazhenova@idgenterprise.com

Previously a data analysis manager with Blue Oceans Market Intelligence, **Anantha Padmanabha** joins **IDC Centre for Consultancy and Research** in Bangalore, India, as a Tracker analytics manager. He earned a master's degree in computer applications from Indira Ghandi National Open University in New Delhi, and his hobbies include music and sports. apadmanabha@idc.com

Nigam

Nitish Nigam has been hired by **IDC Singapore** as an account executive. He began his career in the conference industry and rose to become assistant sales manager, recruiting and training and maintaining a team of five representatives. He earned a B.S. in economics and marketing from Singapore Management University and enjoys going to the gym, playing tennis and badminton and traveling. nnigam@idc.com

MacArthur

JOE MOLA

New at the **CIO Executive Council** is Account Executive/Council Services **Ben MacArthur**. He was previously an account executive with Ricoh USA and the co-founder of a startup freelance marketing/management company. He earned a B.S.B.A. in marketing and communications from Bryant University and enjoys travel, sports, outdoor activities and spending time with family, friends and dogs. bmacarthur@cio.com

Disse

IDC New Zealand has hired **Melanie Disse** as an associate market analyst. She most recently worked for Unitec Institute of Technology as a research assistant. She holds a B.A. in economics and business from Germany's University of Kassel, as well as an M.A. in international communications from Unitec. Away from the office she enjoys reading, travel and competing in canoe sports such as dragon boating. mdisse@idc.com

Thum

IDC Malaysia has hired **Gwennette Thum** as a finance executive. Previously an account executive with BT, she has also worked as an account supervisor with the leisure and hospitality firm Genting Malaysia Berhad. She holds a B.A. in accounting and finance from Malaysia's Nilai International College and enjoys music, movies and badminton. gthum@idc.com

Returning employees

Thongnopneua

IDG WORLD UPDATE

Nida Thongnopneua returns to IDG as an account director, Digital in **Network World**'s San Francisco office. She previously worked at Computerworld, InfoWorld and IT World from 2009-2012 and was most recently with Dedicated Media as a West Coast account executive. A graduate of the University of San Diego, she holds a B.A. in business administration and international relations. Away from her desk she enjoys travel, cooking and spending time with her dog Shorty. She founded a non-profit group called Generation SF that partners with the American Cancer Society to raise money for cancer research and those in need. nthongnopneua@nww.com

IDG Enterprise mixes it up!

JOE MOLA

***Lauren Costello** (above, left), client relations associate, CIO Executive Council; and **Kate Kirkcaldy**, team lead, Client Relations, CIO Executive Council, check out the snack bar while **David Alpert** (right), report specialist, Digital Account Services, attempts the "puddle jumper."*

Staff at IDG Enterprise's Framingham (Mass.) office got away from their desks last week to enjoy a Summer Mixer that featured a variety of games, snacks, beverages and ice cream.

continued from page 3

One on One

ucts are custom built and distributed through a uniquely responsive and scalable system.

Q What is IDG.TV?

A IDG.tv has two main sides: reader facing and advertiser facing. On the reader front, this is a revolutionary step for IDG to provide a one-stop shop for all video content across IDG properties. It's equipped with personalization tools and social integration options such as a YouTube API and a WordPress widget that allows video content to flow into social sites without boundaries.

IDG.TV will help us further penetrate the market beyond what individual sites can offer and respond to today's reader desire to have easy access to relevant, quality content.

On the advertiser side, this means a big leap toward the converged media model for video. Advertisers can now take advantage of our 150 million video views per month at IDG TechNetwork to syndicate their content and develop unique audiences without the boundaries of URLs.

A custom brand channel like "microsoft.idg.tv" can be developed by the brand or agency, and we can start populating it with video content manually, or have our content discovery engines crawl the site and find relevant videos for them. We can also guarantee views for brand videos.

The combination of the brand channel, social API integration, and CPM-based distribution will help us create an owned, earned, and paid media model for video content for the first time at IDG. We're very excited to show advertisers the potential of this unique platform. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29

Susan Searle *IDG Australia*

28

Keith Arnot *Int'l Controller's Office*

25

Caroline Craig *InfoWorld*

24

Bernd Meyer *IDG Germany*

23

Julio Vial *IDC U.K.*

21

Marlene Buschbeck-Idlachemi *IDG Germany*
Debra Becker *IDG Communications*
Bill Laberis *IDG Communications*

19

Thomas Winter *IDG U.K.*

18

Karen Blythe *IDG Global Solutions*
Cheryl Giangregario *IDG Global Solutions*
Paul Overhiser *IDG*

17

Wolfgang Herrmann *IDG Germany*
Hans Ludwig *IDG Germany*

15

Phil Odgers *IDC U.K.*

14

Sandra Machnik *IDG Germany*
Ted Samson *InfoWorld*

13

Katharina Friedmann *IDG Germany*
Christian Merkel *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Marion Prokop *Computerworld*

12

Manfred Bremmer *IDG Germany*
Pia Küsters *IDG Germany*
Rolf Röwekamp *IDG Germany*
Patty Gill *IDG*

11

Aico Turba *IDG Netherlands*
Andre Horn *IDG Germany*
Bob Bragdon *CXO Media*
Amy Danielowich *IDG Communications*
Kate Godfrey *IDG Consumer & SMB*

10

Ole Evers *IDG Germany*
Moises Fuentes *IDC Mexico*
Akemi Kimura *IDC Mexico*
Hal Mentlik *Computerworld*
Bob Melk *IDG Communications*

9

Ute Kruse *IDG Germany*

8

Eiji Sasahara *IDC Japan*
Thanh Vo *IDG Vietnam*
Lam Nguyen *IDG Asia*
Tamara Gargus *IDG Consumer & SMB*
Thu Huong Duong *IDG Ventures Vietnam*

7

Wiltrud Eickhoff *IDG Germany*
Christine Neslter *IDG Germany*
Karen Mitchell-Capland *IDG Communications*

6

Akiko Takei *IDC Japan*
Donald Malouf *IDG Consumer & SMB*
Justin Counts *IDG Consumer & SMB*

5

Mark Schroeder *IDG Switzerland*
Damian Madden *IDG U.K.*
Anna Rosiczka *IDG Poland*
Patrick Hagn *IDG Germany*
David Ayvar *IDC Peru*
Teresa DeLuca *IDG Enterprise*

4

Tomoaki Nakamura *IDC Japan*
Oliver Aguilar *IDC Mexico*
Andrew Trice *IDG Consumer & SMB*
Helen Hall *IDG Australia*

3

Susann Klossek *IDG Switzerland*
Joshua van Meer *IDG Netherlands*
Ralf Sattelberger *IDG Germany*
Matias Fuentes *IDC Chile*
Cristian Peña *IDC Chile*
Ximena de las Heras *IDC Mexico*
Claudia Lopez *IDC Mexico*
Luis Rodriguez *IDC Mexico*
Juan Ortiz *CXO Media*
Michael Kan *IDG News Service*
Nelson Hong *IDG Consumer & SMB*

2

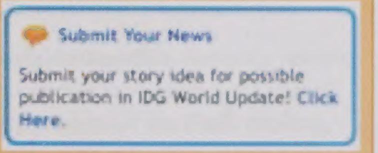
Ellen Horsselenberg *IDG Netherlands*
Van Bui *IDG Vietnam*
Thomas Von Richthofen *IDG Germany*
Christian Drake *IDG Global Solutions*
Anna Carolina Landeira Mota *IDC Brazil*
Eduardo Yañez *IDC Mexico*
Scott Boutwell *CXO Media*
Nicole Day *IDG Communications*
Lauren MacDonald *IDG Global Solutions*

1

Angela Salmeron IDC U.K.
Duco Berghuis IDG Netherlands
Jason Andersson *IDC Sweden*
Lina Frisk *IDG Sweden*
Stanislav Khromov *IDG Sweden*
Yuta Torisu *IDC Japan*
Emil Bednarczyk *IDG Poland*
Anton Eder *IDG Germany*
Alexander Voigt *IDG Germany*
Katie Salter *IDG Connect International*
Phillip Johnson *IT World*
Will Koscielny *CXO Media*
Matthew Steele *IDG Communications*
Liz Fiorentino *IDG Consumer & SMB*
Mike Homnick *IDG Consumer & SMB*

All business units are invited to send employee anniversary information to world_update@idg.com.

Got news? Submit it!



Submit Your News

Submit your story idea for possible publication in IDG World Update! Click Here.

The editors of IDG World Update are constantly on the lookout for story ideas from IDG's worldwide business units and licensing partners. To make it easier for you to alert us to news, there is an easy-to-use form on the home page of IDGCentral.com. Simply click on the "Submit your news" button and fill in the blanks as indicated. It only takes a moment, and it's a great way to get your business unit and colleagues the recognition they deserve. Alternately, send an e-mail to the editors at world_update@idg.com, and they will follow up with you.

Most stories included in IDG World Update have a business focus. New products or services, best practices, new means of generating revenue or serving readers are examples of the kinds of stories for which we are constantly on the prowl. We also welcome tips on employees who might make good candidates for a profile, someone who contributes significantly to the productivity of your group, won an award, saved the company money or contributed to improved morale? Let us know!

unsunghero

Brian Kukowski

Database administrator

IDG Corporate Services Group

***Nancy Newkirk**, IDG Corporate Services Group VP, Technology/CIO IDG nominated **Brian Kukowski** as her team's Unsung Hero. "He's our database administrator and does lots of behind the scenes work that no one realizes he's doing, work that keeps our business running. He supports the databases for our financial systems — all U.S. financials and the international reporting we do for **Bob Carrigan**, **Ted Bloom**, **Pat McGovern** and the various review boards. He also supports the databases for IDG Enterprise's lead gen business."*

Name Brian Kukowski

Home Ashland, Mass.

Primary job responsibilities
Ensuring the smooth operation of IDG's corporate database systems. This includes security, performance and data integrity.

Three things I do in a day's work
- Help other developers write SQL to access our databases.
- Transfer data between various systems, either programmatically or in an ad-hoc manner.
- Read various blogs and web sites in order to learn something new each day.

What I love most about my job The freedom to try and learn new things. If I'm not doing new things, I get bored quickly. I feel that I've always been able to obtain necessary training resources at IDG

Latest accomplishment Orchestrating the conversion of data from our existing financial systems (AR, GL, TRS) to Microsoft Dynamics GP. This has been a great learning opportunity, involving plenty of challenges. I've had plenty of assistance from others on this.

A hot-button issue I'm dealing with these days
How to concurrently support both our existing financial systems and Microsoft Dynamics GP. GP is scheduled to go live in a few months; we'll continue using portions of our current systems for a few months after that.

*Database Administrator **Brian Kukowski** joined IDG in 1996.*

Career highlights
- Led the process for determining the SQL Server infrastructure for our new Dynamics GP environment; the end solution has served us well thus far.
- Stepped in to start providing database administration support for CI/Lyris applications (i.e., lead gen) when a key staff member left IDG in 2009.

What I'm doing to be a better employee I'm constantly learning via conferences, user groups, books, blogs, videos, etc. I participated in the IDG Professional program earlier this year. I recently started an internal mini blog (via Chatter) to disseminate to others what I'm learning about database-related topics.

Interests outside the office Running, reading, music (I'm a sucker for buying synthesizer/drum machine apps on the iPad), cooking, spending time with my wife and two boys, seven and nine years old.

What others can't tell by looking at me I've played bass guitar in biker bars, weddings and Sunday church services. I have Rage Against the Machine, Chopin and Megadeth at the top of my list of favorite artists.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Manfred Weiss *Info Technologie*

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ONE ON ONE - page 3 | PROFILE - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 20 - page 8

IDC, IDG Global Solutions lend insight into emerging markets

*IDC General Manager/Greater China **Kitty Fok** (foreground) and Group VP/IDC Asia/Pacific **Sandra Ng** (background) meet with attendees during the info-table portion of the Emerging Markets Outlook program.*

As a way to educate IT industry marketers and line-of-business managers considering expansion into key emerging markets in Asia, Central Europe and Latin America, IDC and IDG Global Solutions co-hosted their first event last week to demonstrate how IDC and IDG research and marketing solutions can help vendors navigate that process.

Some 108 attendees came to Santa Clara, Calif., for the half-day, invitation-only IDC/IGS Emerging Markets Outlook: Navigating Cloud, Mobility, and Big Data Opportunities and Risks in the World's Fastest Growing Economies. The event featured five presentations, a moderated Q&A session with all speakers and additional in-country IDC analysts and an hour of "info-tables" focused on geographic or product expertise where attendees could meet with analysts and IDC/IDG executives.

IDC had organized several emerging markets events with a similar focus on its own in the past few years. The new collaboration with IGS was part of a dialogue the two business units have been having for more than 18 months on how share knowledge and better serve customers seeking to enter those markets.

continued on page 2

Also inside

One on one: IDG Enterprise President & CEO Michael Friedenberg
Department profile: IDG Sweden's mobile team
IDG World Expo wraps up another edition of E3
IDG Enterprise's Aaron Jones named Top Innovator

IDC CIO
Delivering Business Value
April 25-26, 2013

IDC's CIO Summit series targets Central and Eastern European CIOs with first event in Vienna.

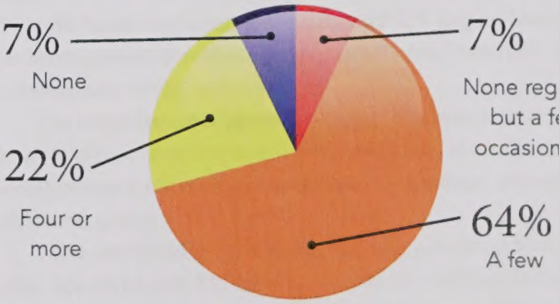
SEE MORE ON PAGE 5

Celebrating 20: IDG Netherlands' Johan Egging embarks on an African safari.

SEE MORE ON PAGE 8

Question of the week results

How many print publications do you continue to read regularly?



Log on to www.idgcentral.com to vote on this week's question:

How often do you video conference or video chat?

CLICK HERE

continued from page 1

Emerging Markets

"The event reinforces to customers the depth of market knowledge and media coverage the company has in emerging markets, and it demonstrates the compelling value proposition of IDC and IDG," said IDG Global Solutions President **Matthew Yorke**. "The customer feedback I got was very positive, both in terms of the knowledge exchange but also in how IDG as a whole can help them navigate this diverse set of economies and cultures."

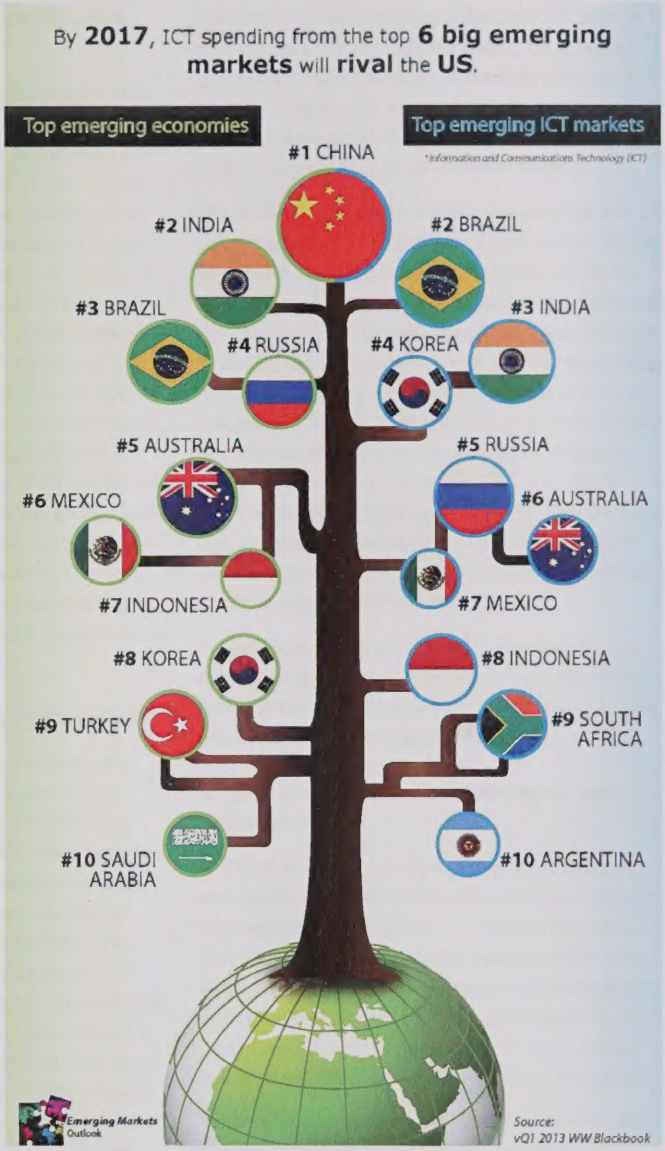
During his presentation on what buyers want in emerging market, Yorke said that IDG has a long history of having a presence in those markets, such as Brazil (1976), Mexico and Chile (1979) and China (1980). Emerging markets are also social, the fastest growth for social platforms is coming from markets such as Indonesia, India, Saudi Arabia, Singapore and Russia. The average Chinese social media user, for example, follows eight brands and spends 46 minutes per day engaged in social activities, he said. He also outlined the extent to which emerging markets are mobile-engaged, noting that India adds one million net new mobile subscribers per month, and 75% of China's online audience now has mobile Internet access.

Yorke also shared some early results from the IGS Mobile Marketing Study, to be formally released this week in London, that reinforces how mobile users in B2B and B2C are using smartphones and tablets to engage with technology content and marketing messages.

IDC showcased its global market intelligence and advisory services to identify opportunities amidst hyper-competition in a widely diverse customer landscape. Presenters included IDC Asia/Pacific Group Vice President **Sandra Ng**, Group VP/Regional Managing Director IDC Middle East, Turkey and Africa **Jyoti Lalchandani** and IDC VP/Latin America **Ricardo Villate**. Executive VP/International Business Units **Philippe de Marcillac** introduced the program and moderated the panel Q&A.

"With a direct presence in 55 countries and all the key emerging economies, IDC is well-positioned to assist customers' emerging markets strategies by providing a variety of data sources, from syndicated programs to custom research to go-to-market strategies and events," said Managing Director/IDC AsiaPacific **Eva Au**. "Working with IGS will give customers a stronger impression of our market expansion solutions in terms of assessing, preparing and executing solutions for our customers."

IDC and IGS collaboration took many forms, with Au and IDC Group VP/Sales **Steve Phillips** joining IGS VP/Americas **Andrea D'Amato** in inviting guests. IGS Director/Communications & Marketing Programs **Howard Sholkin** recorded video interviews with all the speakers and two marketers that will be posted on www.idgknowledgehub.com in the coming weeks.



Source: vQ1 2013 WW Blackbook

IDC's **Jill Toole** managed the event, and IGS Digital Marketing Assistant **Lauren Kirchberger** produced print materials, including a promotional infographic (above).

The organizers set up an Emerging Markets Advisory Group on LinkedIn prior to the event and have since shared event presentations and encouraged attendees to continue conversations within the group.

"The combination of IDG owned and operated business units, licensees and IDC offers a hugely compelling proposition that is unrivalled by competitors like TechTarget, Gartner, Forrester or CBSi,"D'Amato said. "Our first event together demonstrated this perfectly to those marketers targeting the emerging markets. We're looking forward to following up on the many new introductions we made from the event."

Write to Matt Yorke and Eva Au. ■

OneonOne

Michael Friedenberg

IDG Enterprise

The president and CEO of IDG Enterprise is this week's columnist. Reach him at mfriedenberg@idgenterprise.com.

> "This summer IDG Enterprise will be launching several new programs that offer marketers new ways to build communities, engage socially and target specific audiences with a data-driven strategy."

Q Can you expand on the recent Network World U.S. news?

A Network World transitioned to a digital- and events-focused brand in early June, discontinuing the print magazine. Network World will continue to be the go-to resource for IT executives responsible for driving enterprise network strategy. Our IT decision-maker audience has always embraced NetworkWorld.com and our events. In fact our Web traffic increased by 11% this year, and more than 4,400 IT decision-makers attend Network World's regional events each year. This is not a new publishing model for IDG. In 2007 InfoWorld transitioned to a digital-centric model, which has proven to be extremely successful. InfoWorld's strong editorial voice and mission remains, driving traffic and revenue increases (34% and 57%, respectively) since FY09, and we know Network World will follow suit in its evolution. More recently, IDG Enterprise has successfully launched ITworld and CITEworld as digital-centric properties.

Q How is IDG Enterprise growing digitally?

A According to eMarketer, 12% of Americans' media consumption time is spent on mobile devices, increasing from 4% in 2009. We have seen this growth across IDG Enterprise's branded sites as well. Site traffic from smartphones and tablets now accounts for 10% each. As digital continues to be a growth area, IDG Enterprise is up-leveling the structure and design of our websites, looking at ways to support the editorial content creation and delivery process through a more robust and efficient CMS, better user experience through design and navigation and tools that showcase the distinct editorial voices of the brands through "Project Scale." **Aaron Jones**, CTO of IDG, along with various members of the IDG Enterprise team, are working on this project collaboratively.

When IDG Enterprise was formed, all the brands brought with them their legacy systems, and websites were maintained and updated using the existing technology. There has been a wide-spectrum of tools — some better than others — that also created a variety of processes across the brands. To move forward and create a high-level user experience across the multiple devices people are accessing our content on, it is important that we utilize technology to create efficiencies. Project Scale will incorporate one CMS system, streamlining the multi-site posting process.

We are also incorporating a flexible CSS design that renders content appropriately on a variety of devices, from desktops to smartphones and tablets. This project will look at ways to encourage mobile registration and downloads as more and more people access content this way.

While the CMS system will be the same across all sites, the visual appearance of each brand will be focused on serving the unique needs of the respective audience that each site serves. Similar to the design of CITEworld.com (launched October 8, 2012), the sites will be more visually appealing with more images and a visual representation of the brand. The technologies we are working with will allow our visitors to have deeper engagement with our sites. For example, as a visitor reads a cloud computing article, the site technology will recommend additional relevant cloud computing articles and assets to help the visitor on their educational journey.

Project Scale is currently under development, and we anticipate the first site will launch in the first quarter of FY14 and then the remaining sites will be unveiled throughout the year.

Q How are marketers responding to your digital portfolio?

A IDG is known as an innovative organization, and marketers look to us for new ways of engaging their target audience. Our robust branding and demand-generation product portfolio provides a comprehensive catalogue of promotional opportunities. To assist in the sales process, marketers can see a demonstration of some of our interactive ads in the newly launched Ad Library.

Turnkey community-based digital programs that integrate social and content have been extremely well-received. With those needs in mind, we recently launched PowerUp. This program incorporates a topic-specific community platform with social media outreach by IDG Enterprise content experts, native integration of the community blog across IDG Enterprise's article pages and lead generation through gated assets. Asigra was the first client to purchase PowerUp and their community went live on May 31. The community is already filled with relevant content on Asigra's selected topic, data backup and recovery. Our second PowerUp platform is in the works for Red Hat and will launch this summer.

continued on page 7

Department profile

Mobile team makes sure IDG Sweden is with its readers "all day, every day"

Mission: "We want to be the leading media company in Sweden in mobile," said IDG Sweden Head of Mobile **Pontus Jeppsson**. With media companies moving faster and faster into mobile delivery, of both content and ads, "we want to make sure we're not left on the sidelines." Many managers, he continued, are so busy "they don't have time to focus on mobile, which still generates less revenue than online, events and print. That's where we come in — we help the people working with our publications to do better in mobile."

Jeppsson said the goal of his three-member team is "to strengthen IDG Sweden's position in mobile, both in terms of our products and revenue." The team's biggest current challenge is revenue, he said. "It's been a challenging year in advertising overall, and when times are tough it's easy to lose focus on the products that are small but growing. Mobile is extremely important for our business, but it's not always top of mind when our sales reps meet with clients."

On the job: Pontus Jeppsson. Jeppsson is responsible for all mobile products and mobile revenue. "My primary focus is to make sure we make the right decisions to help us be successful in mobile in the long run," he said. "My work involves technical development, organizational matters, business development and just trying to make sure mobile is top of everyone's mind."

On the job: Marie Sörberg, mobile coordinator. "My job is to assist our editorial and sales staffs with practical matters in our ongoing and future mobile projects, using the mobile sites, apps and other platforms that IDG Sweden has in place," Sörberg said. "Last year IDG Sweden spent a lot of time and money building a new mobile publishing platform, and my job is to make sure that we make best possible use of it. I also try to see that the projects we do and develop are of use for more than one brand at our company."

By the numbers

IDG Sweden's 20 mobile sites are:

CAP&Design, CFOworld, CIO, Computer Sweden, CS Jobb, IDG.se, Inköp24, Internetworld, IT24, Life Science Sweden, M3, Mac@work, MacWorld, Miljöaktuellt, PC för Alla, PC för Alla Extreme, Studio, Säkerhet24, Techworld and Upphandling24.

The mobile team supports these sites' seven news reader apps, 14 magazine apps (PDF readers) and two event apps.

VI ♥ MOBIL
VI ♥ MOBIL

(L-R): IDG Sweden Head of Mobile ***Pontus Jeppsson****, Mobile Coordinator* ***Marie Sörberg*** *and Mobile Ad Manager* ***Angelica Lundin*** *each declare "I love mobile."*

Lately Sörberg has been concentrating on IDG Sweden's Mobil 13 project, which provided a mobile site for each of IDG Sweden's 20 brands. "The next step in this project is to launch an interface that will help me support the editorial staff as they start start to work with the mobile sites." She added that she has also been working as a project manager for a Computer Sweden event app and doing some graphic design.

On the job: Angelica Lundin, mobile ad manager. Lundin's role is to make sure IDG Sweden's mobile advertising business continues to grow and that "our mobile advertising solutions are at the forefront of the Swedish market." Based within the IDG Sweden sales department, she is responsible for pricing and offerings and is the person anyone on the sales team goes to with questions regarding mobile. Lundin monitors other mobile sites to see what makes them successful and keeps an eye on "what happens in the rest of the mobile world," looking for new products and methods the Swedish market may be ready for. Lundin's job also includes making IDG Sweden "the natural choice for media agencies and marketing managers." IDG Sweden last month hosted a breakfast seminar called "Mobile Marketing: How It Works" for 120 marketing managers interested in how IDG Sweden works with mobile marketing. "We gave them advice on how to start their first mobile campaign," she said.

Day to day: Jeppsson and his team manage IDG Sweden's mobile platform, help the editors use the system (although every editor-in-chief is in charge of his or her site) and prioritize its technical development efforts. "We work closely with almost all departments: editors, marketers, business managers, sales reps

continued on page 5

IDC's CIO Summit series makes big debut in Vienna

IDC has a six-year history of IDC CIO Summits around the world, but the April 25-26 CIO Summit in Vienna was distinctive for its triple-play of notable mentions. It was the first held in Vienna, the first targeted primarily for CIOs from Central and Eastern Europe and the largest IDC CIO Summit to date in Europe other than in Turkey.

Group VP/European Consulting **Martin Canning** emceed the event.

More than 100 CIOs from large companies and government entities convened at the invitation-only event to debate the hottest current technology and management topics and to learn from each other, IDC analysts, leading ICT vendors, and business gurus about the future of IT and leadership.

The Summit revolved around one crucial message: Today CIOs face tremendous challenges, but also fantastic opportunities, due to the seismic shift taking place in ICT markets.

During his keynote address, IDC Chief Research Officer **Frank Gens** talked about the challenges and opportunities CIOs face as the IT market shifts to the 3rd Platform, which IDC's characterizes as the onset cloud computing, mobility, big data/analytics and social applications. Other themes at the Summit included IT-business alignment, the efforts to ensure an agile IT organization to react quickly to business needs, IT cost optimization, modern datacenter strategies, IT security threats and how to institutionalize innovation in the enterprise.

IDC Executive Advisor **David McNally**, Group VP/European Consulting **Martin Canning**, VP/IDC EMEA **Tom Meyer**, IDC U.K. Research Director **Alys Woodward** and VP/Regional Manager CIS **Robert Farish** moderated panel discussions. Canning was the master of ceremonies and SVP/EMEA, Managing Director CEMA **Steven Franzten** gave the concluding address.

External speakers included business guru Jonas Ridderstrale, author of "Funky Business: Talent Makes Capital Dance," and "Karaoke Capitalism: Management for Mankind," who shared his new research on how the companies that will succeed tomorrow are already implementing processes and mindsets to make innovation an integral part of how they do things. Adrian Hayes, double Guinness world record-breaking polar explorer and adventurer, speaker and business coach, shared stories of his far-flung expeditions and inspired the audience to extend their accepted level of personal risk in order to reach a higher level of achievement.

Sponsor support came from Hewlett-Packard, VMware, Panasonic and Kyocera at the Summit level, Dell and Oracle at the Platinum level, Canon, NetApp, Airwatch and Checkpoint at the Gold level, with Lenovo and Intel as the Gala Dinner sponsor. Austrian Air was the airlines sponsor, giving attendees who used its services a 15% discount. Fleishman Hillard was the communications partner, and numerous country CIO associations and media organizations sponsored the event throughout Europe.

Event execution team members included Conference Director **Dana Vanickova**, Conference Manager **Veronika Zabot**, Conference Manager **Claudia Lembach**, Senior Conference Specialist **Terry Mattheoyianni**, Associate VP/CEMA **Tatiana Hinova**, Sales Director **Jaromir Valenta**, VP/Regional Director, Central Europe **Tom Schwieters**; VP/CEMA **Jan Siroky**, and additional IDC country managers and conference personnel from around the CEE region.

Write to Tom Schwieters. ■

continued from page 4

Mobile team

and developers," Jeppsson said. The team also works with external consultants who do a lot of mobile development work. "Our purpose is not to do all the work related to mobile," Jeppsson said, "but rather the opposite: to get everyone else in the company to work with mobile, whether adapting content so it works better on mobile devices or making sure sales reps are better at offering mobile to clients, etc."

Traffic: Jeppsson said mobile traffic is growing steadily and accounts for slightly more than a third of all of IDG Sweden's traffic. "However, there's a huge difference in mobile traffic numbers between our brands. Some brands are getting close to the 50% mark; I would guess that Macworld.se and M3.se will pass that line before 2013 ends. Other brands are as low as 15%. Still, with a third of all or our traffic coming from mobile it's extremely important that we monetize that."

User behavior: IDG Sweden has seen a clear shift from desktop to mobile. "That's just how people live with and use different devices today," Jeppsson noted. "The desktop computer has pretty much been reduced to a workstation, and we see traffic from desktop peaking during office hours and dropping off after that. Mobile traffic is high from early in the morning to late in the evening and on the weekends. So mobile gives us a longer relationship with readers than we used to have. We're with them all day, every day."

Jeppsson said he and his team are currently trying to figure out the implications of how to adapt to mobile's different usage patterns and how better to serve both editorial and ads. "We haven't yet changed the way we publish content with regards to mobile user behavior, but we're talking to advertisers about the usage patterns, and it's something I'm really interested in experimenting with in the near future."

Contact Pontus Jeppsson. ■

IDG World Expo puts its production spotlight on E3

IDG World Expo's E3 2013 team. (L-R): CEO ***Mary Dolaher****; Senior Vice President, Finance* ***Donna Moschella****; Senior Operations Manager* ***Killian Arnold****; Vice President, Marketing* ***Melissa Messier****; Registration Manager* ***Maureen McNeil****; Manager Sponsorship Programs* ***Nan Funsch****; Senior Operations Manager* ***Mariella Ley****; Marketing Specialist* ***Kristin Dacey****; Marketing Manager* ***Jackie Mellen****; Sales Manager* ***Nicholas Geist****; Director, VIP Program* ***Suzanne Levecque****; Sales Director, ESA Members* ***Ron Moreau****, Operations Manger* ***Janet Pitt****; Marketing Manager* ***Jay Long****; Senior Operations Manager* ***Bryan Rusciano****; Senior Operations Manager* ***Alida Roberts****; Senior Vice President, Strategic Communications* ***Carolyn Rauch****; Sales Manager* ***Giovanni Stein****; Vice President and General Manager, E3* ***Madeline Kruzel****; Senior Manager, Registration & Housing* ***Stephen Galeotalanza****. Missing from photo: Director, Sponsorship Sales* ***Shanna Cito****; President, GamePro Custom Solutions* ***Marci Yamaguchi Hughes****; Web Developer, GamePro Custom Solutions* ***Christopher Lee****.*

The Electronic Entertainment Expo (E3), produced by IDG World Expo, posted some big numbers during its run at the Los Angeles Convention Center earlier this month. The event is owned by the Entertainment Software Association.

Attendance was up from last year, with 48,2000 video game industry professionals, investor analysts, journalists and retailers coming to see the future of interactive entertainment. Some 230 exhibitors showcased the latest in computer and video game hardware and software.

IDG World Expo again organized the popular VIP Retailer program, a one-stop resource that gives buyers top-level concierge, travel and hosting services to make their show experience efficient and productive. More than 390 buyers participated from retail stores and chains worldwide, up significantly over last year.

Attendees kept up with the latest E3 happenings via the downloadable 64-page Show Daily, produced by IDG's GamePro Custom Solutions, with show news, interviews with industry executives and creative artists, booth listings, floor maps and photos from the show floor. GamePro Custom Solutions also managed www.E3Insider.com for consumers who don't qualify to attend E3 but want to follow what's going on at the show.

World Expo reprised its 2012 alliances with IDC to produce a Portable and Mobile Gaming press conference and with IDG Ventures on a reception for key venture capital companies and start-ups participating in E3.

E3 2014 will be held June 10-12, 2014 at the Los Angeles Convention Center.

Write to World Expo VP/General Manager Madeline Kruzel.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Ken Hoyt *IDC*

18
Simon Jary *IDG U.K.*

17
Peter Tripodi *IDG Consumer & SMB*

15
Bob Rawson *IDG Enterprise*

14
Diana Turco *IDG Enterprise*
Joanne Tilson *IDG Global Solutions*

13
Eri Meyer *IDC*
Valerie Soh *IDC Singapore*

11
Marcus Wilkinson *Macworld U.K.*

9
Robert Fleming *IDC*
Donna Burch *IDC Canada*

8
Ae-Lee Kim *IDC Korea*

6
Tomas Watz *IDG Sweden*
Donna Geary *IDG Global Solutions*

5
Paul Calvo *IDC*

4
Tia Denny *Computerworld*

3
Kathryn Magilligan *IDC*
Tom Beedy *CXO Media*
Kate Davis *IDG Enterprise*
Matt Mikaelian *IDG Global Solutions*
Amy Cheah *IDC Australia*

2
Marla Kelley *IDG TechNetwork*
Ngoc Khoung Ha *IDC Vietnam*

1
Judith Bijesse *IDC*
Benjamin Hoffman *IDC*
Yasmin Bilimoria *IDG Enterprise*
Ryan Lincoln *IDG Global Solutions*
Ujwal Trivedi *IDG TechNetwork*
Meriska Elfiarini *IDC Malaysia*

E3 2012 wins two E.X.C.I.T.E. Awards

Last week the 2012 edition of E3 won two E.X.C.I.T.E. awards from Expo Magazine at a luncheon in Baltimore, Md. The awards program recognizes excellence in tradeshows and events. E3 won in the Best Website and Best Use of a Mobile App categories.

What's working at your business unit?

Did your team create an innovative marketing program? Find a new approach to reader revenue?. Something else? Use the "Submit Your News" link, which you will see on the home page of IDG Central, to access a brief form describing what's going on at your business unit, and the World Update editors will take it from there. Alternatively, send a brief note to world_update@idg.com.

noteworthypeople

Promotions

Villate

IDC Latin America operational leadership is being transitioned to **Ricardo Villate**, currently IDC's VP/Research and Consulting for Latin America, over the next several months. As VP/Latin America, Villate will succeed Group VP/Latin America Raul Ceja, who is leaving the company to pursue personal projects. "I am convinced Ricardo's deep background of more than 20 years of ICT experience will provide key leadership to IDC's mission to advise the ICT industry and help IT professionals, business executives and the investment community make fact-based decisions on technology purchases and business strategy," said Executive Vice President/International Business Units **Philippe de Marcillac**. Villate, who is based in Miami, has been with IDC for more than 15 years. Initially he directed several research programs for the Latin American region and later moved to Argentina to be general manager for Argentina, Chile and Peru. rvillate@idc.com

New employees

Lang

New at **IDC Framingham**'s Investment Research Services is Analyst Account Manager **Jonathan Lang**. Previously a project lead/senior researcher at Verbatim Advisory Group, he holds a B.A. in biology from the University of Rhode Island/Kingston and enjoys kayaking, hiking, ceramics and herpetoculture. jlang@idc.com

Kong

IDC Singapore has hired **Eric Kong** as an account executive. He worked in sales for Frost & Sullivan for more than six years, spearheading new account development in Taiwan and Korea. He also has experience as a TV production director and camera operator. He earned a B.S. from the National University of Singapore and enjoys swimming, cycling and playing the guitar. He also has experience as a TV production director and camera operator. ekong@idc.com

Aaron Jones accepts Top Innovator award

IDG Communications Chief Technology Officer **Aaron Jones** was among a select group of media executives honored at Media Business's 10th annual Top Innovators in Publishing awards luncheon June 13 in New York City. Jones was recognized in the Production/Technology category for his work to date in building a responsive digital infrastructure that will eventually support all of IDG's U.S. sites. (See p. 3 of this issue).

IDG Communications Chief Technology Officer ***Aaron Jones*** *(right) accepts his award from VP/Publisher of Media Business and BtoB Bob Felsenthal.*

The 12 honorees at the luncheon represented 10 media companies: Cygnus Business Media, e.Republic, Forbes Media, IDG Communications, McGraw-Hill Cos., New York Times Co., Penton Media, Sandow Media, Scranton Gillette Communications and UBM.

Click here for the full list of winners.

continued from page 3

One on one

Data continues to be a conversation driver. Last June, IDG Enterprise launched Premium Data Services utilizing the IDG Tech Network technology to build out our audience targeting, data-driven strategy. One of the products, Brand Scale, creates an efficient extension of branding campaigns by delivering an advertising program based on technology taxonomy (consumerization of IT, cloud, data center, mobile, security, storage and virtualization) and visitor engagement on IDG Enterprise sites.Target Scale expands on the Brand Scale components by incorporating third-party data points on top of technology taxonomy, to extend the reach to specific audience targets. Both products have been well received by our clients, and 20% of the program sponsors have renewed their contract at least once. One reason for the renewed contracts is the high click-through rates on these targeted program.

This summer IDG Enterprise will be launching several new programs that offer marketers new ways to build communities, engage socially and target specific audiences with a data-driven strategy.

Q CITE is entering its second year. How are people responding to it?

A I am excited about the momentum that the CITEworld brand has right now. This was the first brand IDG Enterprise launched as an event, CITE Conference + Expo, and we capitalized on the enthusiasm around the topic by launching a site. The second multi-day conference took place June 3-4, and the number of qualified attendees increased by 20%. We had 29 sponsors, including AT&T, Cisco, Citrix, IntraLinks and Drop Box. Conversations at the event, on social media, CITEworld.com and beyond have been extremely impressive. The consumerization of IT in the enterprise continues to evolve with new waves of technology, and businesses need to learn how to embrace these technologies or lose some control on how their employees and customers engage with the company. We are thrilled that the conference is expanding globally, with Germany launching CITE in November 2013, as consumerization of IT continues to impact organizations.

The conference and site alignment is due to the collaboration between our editorial and events teams. Over the past year, CITEworld.com's traffic continues to increase. Given the nature of the topic, it is not surprising that more than 10% of the site's traffic comes from social media referrals or that more than 20% of visitors use either a smartphone or tablet to view content. While CITEworld was built with the understanding that visitors would use multiple devices to get to content, the site will continue to develop with the introduction of Project Scale. ■

celebrating20

Johan Egging

Customer service specialist

IDG Netherlands

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Netherlands Customer Service Specialist Johan Egging traveled to Tanzania and Zanzibar earlier this year.

Joined IDG Netherlands

November 1991 as a customer service representative, answering readers' questions or resolving problems. I still work in customer service, but now I train our service team to improve their skills . For the past three years I've also been part of our workers' council.

Why I chose this trip

This safari was a childhood dream come true. While that may sound like a cliche, I assure you it is not. As long as I can remember I've watched African wildlife programs on television. It's safe to say I've been wanting to travel there for over 50 years.

Trip highlights

My husband Nick and I went to Tanzania in February. Our safari included places like Tarangire, Lake Manjara, Ndutu, Serengeti and the famous Ngorogoro Crater. In Ndutu, a little south of the Serengeti, we were lucky enough to witness the last of the wildebeest migration. (More than a million wildebeests follow the rainy season to fresh grass.) The astonishing sound of more than a thousand hooves galloping on the dry plains, the scent, the dust and the leaping of the newborn wildebeests are all memories we will never forget. Another thing that was so special in Ndutu was that our group was allowed to leave the path, providing a great sense of freedom. Will the passing family of cheetahs hunt nearby? Our guide will just follow them! It was genuinely a magnificent experience!

Two of Africa's big cats.

At the Ngorogoro Crater, we finally saw rhinoceroses, completing our Big Five (rhinos, leopards, lions, elephants and buffaloes).

Johan (left) and Nick go off the path in Tanzania following wildebeests and cheetahs.

We stayed in small tent camps and lodges in the middle of the wilderness with every possible wildlife sound around us. We enjoyed it so much that the experience moved us to tears when we left.

To process all that, we stayed in Zanzibar for over a week after the safari. At Matemwe on the east side of the island, we had an entire beach to ourselves, enabling us to talk about our past week, rest and enjoy the wonderful gift IDG has given us.

Whenever I tell people about what IDG gives its employees who have been on the payroll for 20 years, no one believes me. It never ceases to amaze me how extraordinary and unique this gift is. Thank you, IDG!

The beaches and sunsets of Zanzibar.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Eva Au *IDC Asia/Pacific*
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Jill O'Toole *IDC*
Kumaran Ramanathan *IDG Global Solutions*
Carolyn Rauch *IDG World Expo*
Tom Schwieters *IDC CEMA*
Howard Sholkin *IDG Global Solutions*
Marie Sörberg *IDG Sweden*
Matt Yorke *IDG Global Solutions*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

17 JUNE 2013 | VOLUME 43, NUMBER 24 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | NOTEWORTHY - page 7 | UNSUNG HERO - page 8

Second CITE Conference & Expo evolves to reflect changing industry

New program elements, such as case studies on mobile app strategies and the rapid enterprise adoption of tablets, reflected where the industry and many companies are in the bring-your-own-device environment.

SEE MORE ON PAGE 4

Also inside

Microsoft taps IDG India to organize custom event
IDG Germany launches TAP to enhance online sales
PC Advisor's editorial team honored at AOP Awards
One on one: IDC ASEAN General Manager Jim Sailor

ComputerSweden

Computer Sweden's subscription contest takes editor-in-chief for a ride.

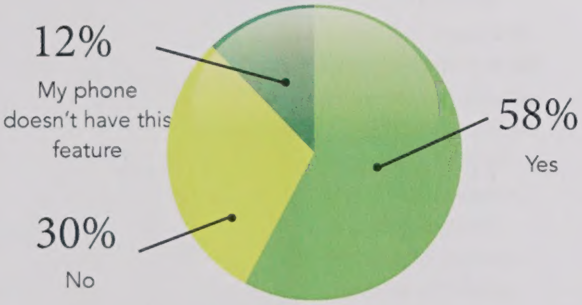
SEE MORE ON PAGE 7

IDG Enterprise Associate Program Developer Meghan Shepp is this week's Unsung Hero.

SEE MORE ON PAGE 8

Question of the week results

Have you enabled the "find my phone" feature on your smart phone?



Log on to www.idgcentral.com to vote on this week's question:

How many print publications do you read regularly?

CLICK HERE

We want to hear from you!

Submit Your News

Submit your story idea for possible publication in IDG World Update! Click Here.

Got a great story to share with colleagues? Let us help you tell your story. Please use this link, which you will see on every World Update news page on IDG Central, to access a brief form letting us know what's going on at your business unit, and we'll take it from there. Alternatively, send a brief note to world_update@idg.com and fill us in.

A picture's worth a thousand words

What do these three pictures have in common? Each was submitted by a colleague for inclusion in the Photo of the Day feature on IDG Central. Send us a quick snapshot of goings on at your business unit.

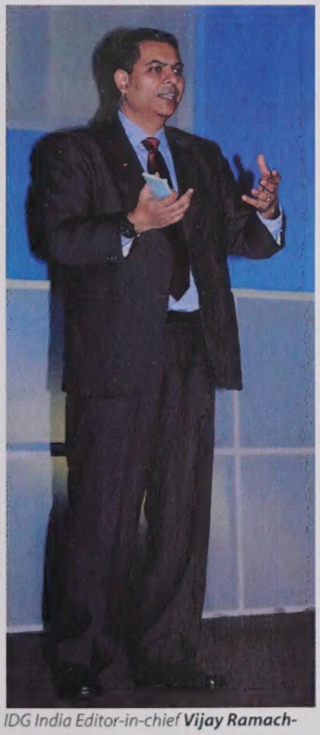
Microsoft taps IDG India to organize custom event to connect its COO with key customers

Microsoft
Executive Network
Where IT=Business
Microsoft

IDG India Editor-in-chief ***Vijay Ramachandran*** *(l) moderated a panel discussion among three CIOs.*

When its chief operating officer, Kevin Turner, scheduled a brief visit to India, Microsoft approached IDG India, with which it has partnered on numerous previous events, to create a custom event designed to connect its COO with key IT and business leaders in the local market. The catch? Microsoft imposed strict guidelines regarding the marketing and content of the event that prevented IDG from using Turner's photo in marketing collateral or building the content of the program around him in any way.

"Microsoft wanted to create a valuable learning experience for top-notch IT and business leaders, not just a platform for people to meet their COO," explained **Sudhir Kamath**, president, Marketing & Sales, IDG India.



IDG India Editor-in-chief ***Vijay Ramachandran*** *addresses attendees at the first Microsoft Executive Network program.*

And so the IDG India event team created the Microsoft Executive Network, a half-day program that comprised four sessions:

- A keynote presentation by Kevin Turner, who spoke about five mega technology trends that will dominate the industry.
- "IT Means Business: View from the Top." In this session, S. Gopalakrishnan, co-founder and vice chairman of Infosys, provided a business leader's perspective on how Indian organizations can embrace innovation, grow and be profitable, and better control their destinies.
- Live Tech Demo: "Connected Devices and Continuous Cloud." A live demonstration of Microsoft's newest technology offerings.
- CIO Panel Discussion: A Practitioner's Tale. To provide insight into some of the drivers behind cloud innovation, IDG India invited several senior IT executives representing various vertical markets to participate in a panel discussion, moderated by **Vijay Ramachandran**, editor-in-chief, IDG India.

The morning's presentations were followed by lunch, which provided the 69 attendees with an opportunity to network with one another as well as Turner and several other senior Microsoft leaders.

> "Microsoft was absolutely thrilled by the way IDG conducted the event. It went beyond their expectations, leaving them delighted."
>
> *Sudhir Kamath*

"Microsoft was absolutely thrilled by the way IDG conducted the event," Kamath said. "It went beyond their expectations, leaving them delighted."

"I wanted to take this opportunity to thank the entire IDG team for successfully planning and executing the first Executive Network event," said Kamal Sehmbi, Microsoft audience marketing manager. "The event not only [had] a good audience turnout but also managed to keep customers engaged and interested throughout with the sessions and demos. Look forward to many such engagements with Team IDG."

For more information, contact Sudhir Kamath. ■

OneonOne

Jim Sailor

IDC ASEAN

The general manager of IDC ASEAN is this week's columnist. Reach him at jsailor@idc.com.

"Our ability to leverage IDC's experience and knowledge from across the globe is a big help to our clients in the ASEAN region."

Q How is IDC ASEAN faring in the market?

A I think we are doing quite well. We are seeing good growth in all of our ASEAN business units. Our presence on the ground in these countries — we have offices in Malaysia, Thailand, Indonesia, Vietnam, the Philippines and Singapore — gives us an ability to set country-specific strategies plus allows for a greater depth of local analysis and understanding. This is a competitive advantage for IDC and needs to continue to be nurtured.

Q What is the state of the IT market in the ASEAN region?

A In the ASEAN countries we are seeing strong growth across the board with an average of 10%-plus growth in 2012. Rising regional powerhouses Indonesia and Thailand are growing fastest while mature markets such as Singapore are a bit slower in terms of percentage growth but ahead of other markets in adoption of the newest technologies. In most of our markets there is a major focus on infrastructure planning and investment — both from government and industry — and this is helping fuel ASEAN growth.

Q To what extent is IDC active in emerging markets in the region such as Myanmar and Cambodia?

A Frontier markets such as Myanmar and Cambodia are starting to attract attention from multinational and regional customers, and this is creating good opportunities for us. There is a real lack of existing information on these markets and that certainly opens the door for us to do more research. We have put out several reports on Myanmar recently and have more on the way, and I believe we will also see an increase in consulting and insights work in the near future. It's not every day that a market of 60 million people goes through the first steps of opening up and the fact that the people and government of Myanmar clearly see technology adoption as a cornerstone to accelerating their progress sets the scene for IDC's long-term invovlement.

Q What are some of the big issues customers are grappling with?

A The issues vary market to market but there are some similar themes. The consumerization of IT poses big challenges and opportunities. These economies are growing and maturing quickly and this has led to more and more people living in ASEAN moving up into the middle class and driving the demand for IT products and services. This coupled with changes in the IT landscape — driven by adoption of and migration to 3rd Platform technologies such as cloud and mobility — creates great challenges for our customers so our ability to leverage IDC's experience and knowledge from across the globe is a big help to our clients in the ASEAN region. Our customers are also dealing with heightened competition both from multinational and local players so our ability to consult and strategically advise them is crucial. Geo-expansion has also become a hot topic in the bigger markets, and we have responded by extending our successful city-level tracker business from China and India to Indonesia.

Q How did your career path lead you to IDC?

A Well, that's a very long story so I'll just give the abbreviated version here! I'm originally from Wisconsin but I've spent almost all of my adult life and career doing research in Asia. I studied Mandarin Chinese at the University of Wisconsin - Madison and had a chance to spend a summer abroad in Taiwan, which sparked my interest in working in Asia. After graduating in 1992, I moved to this side of the world, started working in market research and have been here ever since. I worked in consumer research for most of that time and have been based in Taipei, Hong Kong, and Shanghai before moving to Kuala Lumpur when I joined IDC last year. I seem to have a knack for finding myself in fast-growing, fast-changing markets: Taiwan and Hong Kong during their boom days in the 1990s, Mainland China during the 2000s and now ASEAN, which is showing good promise to be the next breakout growth market. Opportunities abound in markets like this but so do risks and challenges. Managing a research business in this sort of environment is definitely never boring!

Q As a relatively new employee, what aspects about IDC/IDG have been notable?

A I think there are two things that I would mention, and they are related to each other. People and content. There is an incredible depth of knowledge and ability in this organization and that has led to the development of a massive amount of content. I believe that our future success in ASEAN will be contingent on our ability to further leverage our people and content from within the region and just as importantly from around the IDC/IDG world.

Second CITE Conference + Expo evolves to reflect changing industry

IDG Enterprise's second annual Consumerization of IT in the Enterprise (CITE) Conference + Expo took place earlier this month in San Francisco.

"CITE's mission is to educate and inspire today's IT and business leaders to embrace the future — meaning the adoption of consumerized technologies and new ways of working, as well as the insight to develop forward-looking products for their own customers," said **Anne McCrory**, IDG Enterprise VP, marketing and content strategies, Events. She added that companies need to adapt to the faster pace of business and product development, and if they don't embrace the mobile revolution, social collaboration and the cloud, "they won't get there," she said. "Our goal is to equip managers everywhere with the tools and insights to move their companies forward so they can flourish in the changing world."

The CITE team used Twitter chats hosted dually by the CITE Twitter account and that of CITE's editorial website, CITEworld, to build buzz about the event and its content and drive engagement among conference registrants before the event. The four pre-event chats focused on consumerization and user experience, mobile devices, mobile app stores and innovation. "All were extremely well attended by conference speakers, sponsors and attendees," McCrory said.

"We also added a number of program elements this year and evolved the content to reflect where the industry and many companies are," McCrory said. She noted that enterprise adoption of tablets has greatly accelerated in the past year, and mobile app strategies are evolving quickly, "so the focus of the case studies reflected that."

***John Gallant**, IDG Enterprise SVP and chief content officer (left) and Leo P. Rohlinger, executive director at AT&T Mobility Solutions Services (a CITE sponsor) discuss Driving Velocity at the Edge.*

CITE
consumerization of IT in the enterprise
CITE
consumerization of

STEPHEN BRASHEAR PHOTOS

*CITEworld Editorial Director **Matt Rosoff** introduces An Evening of Innovation with DEMO Mobile, which offered new product highlights from IDG Enterprise's recent DEMO Mobile.*

One new program element was an Evening of Innovation showcasing a small group of startups from IDGE's DEMO Mobile event held in April in San Francisco.

"Four companies were invited to give the same presentations they gave at DEMO Mobile, with feedback from a panel of IT executives and IDG Ventures Managing Director **Alex Rosen**," McCrory said. After their presentations, the companies' executives sat on a panel together to answer questions from the audience about their products and innovation in general.

More than 800 attendees filled the conference rooms of the San Francisco Marriott Marquis. (Additional chairs had to be brought in to the main room during the first morning's keynote speeches.) Senior Marketing Director Debra Becker, IDG Enterpirse said CITE's target audience is senior IT professionals and line-of-business executives across all industries as well as venture capitalists and tech evangelists.

CITE had 24 breakout sessions organized under various umbrella topics including Bring Your Own Device (BYOD), Bring Your Own Service (BYOS), BYOD and Governance, Tablets and Corporate Devices, Applications, Enterprise Mobility, Infrastructure, The Social Collaborative Enterprise and IT in the Era of Consumerization. "CITE is based on the convergence of mobile, social and cloud, so we had at least one track on each of those topics." McCrory said. "Mobile is the largest, so we broke that out into BYOD, Enterprise Mobility, Governance and Mobile Apps."

continued on page 5

continued from page 4

CITE Conference & Expo

CITE organizers brought gamification to the program through the conference's mobile app. "Gamification uses incentives to drive desired behavior, so for us that was engagement with the app. The more you checked into sessions or made comments, the more points you won. There was a prize — a gift card — for the person who topped the leader board."

CITE was promoted heavily on CITEworld.com and in IDG Enterprise's various brands' newsletters. Becker said IDG Enterprise expanded its marketing "to new lists and partners to attract line-of-business executives, as well as venture capitalists. The CITE team also worked closely with CITEworld Editorial Director **Matt Rosoff** in building the event and recruiting speakers. "He interviewed nearly a dozen of them and was a big part of our social media efforts," McCrory said, "including the Twitter chats. His support really helped drive engagement and visibility for the event."

A large event team (see photo) also supports the CITE event, led by SVP of Events **Ellen Daly** and Senior Director **Deb Begreen**. "They are integral to creating the event experience onsite and for sponsors, from signage to expo layout and really cool receptions like the ones this year on 'Appetizers and Apps' and video games through the ages," McCrory said.

The event had 29 sponsors in four sponsorship levels, three of which provided sponsors with some type of stage time, either on the main stage, at a breakout session or on the expo stage.

McCrory gave special credit to the show's "great production company whose sets and audio really made our efforts shine. They were also able to do a great job with one of our keynotes who had to deliver a session remotely due to the recent federal government sequestration and resulting travel ban. If the speaker hadn't been from NASA, we might not have gambled on this, but it was a powerful session and even included a demonstration of augmented reality. We heard a lot of positive comments afterward and about the event in general."

The one-day CITE Forum will return Nov. 5 in New York City. For more information click here or contact Anne McCrory. ■

STEPHEN BRASHEAR

*Front row, (l-r): **Anne McCrory**, IDG Enterprise, VP, marketing and content strategy, Events; **Debra Becker**, IDG Enterprise, senior marketing director, Events; **Ellen Daly**, IDG Enterprise, SVP, Events; **John Gallant**, IDG Enterprise, SVP and chief content officer. Back row (l-r): **Matt Rosoff**, CITEworld editorial director; **Adam Dennison**, IDG Enterprise, VP/publisher, CIO, Computerworld, CITEworld; **Deb Begreen**, IDG Enterprise, senior director, Events; **Erica Foster**, IDG Enterprise, manager, executive & custom client services, Events; **Sarah Reagan**, IDG Enterprise, manager, Events; **Julie Anderson**, IDG Enterprise, marketing assistant/registration coordinator, Events; **Abbey Weintraub**, IDG Enterprise, senior content specialist, Events; **Shay Egan**, IDG Enterprise, event planner, Events; **Bob Melk**, SVP, IDG Enterprise, group publisher and CMO. Not pictured: **Duncan Newell**, IDG Enterprise, senior marketing manager.*

IDG Germany colleagues pick up tips for first German CITE slated for November

CITE
WORLD
consumerization
IT enterprise

*IDG Business Media Associate Publisher/VP Sales **Sebastian Wörle** and Director, Events **Susanne Schubert.***

While CITE attendees were learning about the consumerization of the enterprise, a team from IDG Germany was learning about CITE. IDG Business Media Director, Events **Susanne Schubert** and Associate Publisher/VP Sales **Sebastian Wörle** attended the event to pick up some tips in advance of IDG Germany's inaugural CITE in Munich Nov. 12-13.

"It was a great experience and wonderful to meet the IDG Enterprise Events team," Schubert said. "We wanted to start an exchange on different event topics, in particular the experiences and challenges the CITE team had faced that we could learn from. We collected some good, innovative ideas, particularly from the social media team."

One difference from German events, Schubert noted, was "the size of the stage and the very impressive audio-visual equipment used. We got a great view behind the scenes."

Schubert said IDG Germany hopes to grow the CITE brand "and give it an international touch. We will keep close to the main topics of CITE and a focus on social and mobile, but we will bring in local content and focus more on the functional implementations of consumerization, especially as it applies to marketing and sales, human resources and IT. And we might try to bring some of the U.S. CITE speakers to Germany."

IDG Germany establishes Technology Audience Platform to enhance online sales reach

IDG Germany is expanding its online marketing portfolio by creating the Technology Audience Platform (TAP) that will enable advertisers to reach potential customers more accurately than ever before and target them across a wide range of sites.

Advertisers will be able to access audiences in IT, consumer technology and gaming communities within IDG Germany's own premium sites, more than 85 websites from marketing partners in the IDG TechNetwork and more than 35 Online Welten network partners.

IDG Business Media Publishing Director **Michael Beilfuss** is providing strategic direction for the new TAP team in conjunction with Director/Ad Solutions **Edmund Heider** and IDG TechNetwork Director of Sales and Account Management **Stefan Wattendorff**, who are overseeing operational tasks, including marketing and technology issues, in addition to their regular responsibilities. TAP products will be sold by all of IDG Germany's sales representatives, who participated in a kickoff meeting to introduce the new program earlier this month.

"The team at IDG U.K., which introduced its own TAP late last year, was very helpful in sharing their insights and experiences with us," Wattendorff said. "We decided to use the TAP name to continue its visibility in Europe."

As far as the staff can tell, IDG Germany stands alone in the German IT media market in offering a solution like TAP throughout its complete online media portfolio.

Through TAP, IDG first works with clients to identify the relevant characteristics of their target group, identifying topics of interest — such as cloud computing or data security — along with demographic profiles or business data. Special consideration is given to user behavior information at this stage, such as when and for how long certain types of editorial content has been consumed. A person who reads multiple articles about smartphone tests over the course of a few days is most likely considering a purchase and is potentially more receptive to advertisements about smartphones.

The distribution of relevant advertising messages can be scaled precisely according to the advertiser's needs to cover the entire available IDG network, Beilfuss said. For example, clients can set up a coverage area for the popular keyword "cloud" that is approximately 20 times greater than the total online coverage of IDG's Computerwoche media brand alone.

IDG Germany is running TAP through its DoubleClick for Publishers ad server but will be evaluating other digital ad management technologies.

The team will also be considering how to implement real-time advertising (which includes real-time bidding and programmatic buying) in the next fiscal year.

Write to Steffan Wattendorff.■

*(L-R): IDG Germany Director/Ad Solutions **Edmund Heider**, IDG Business Media Publishing Director **Michael Beilfuss** and IDG TechNetwork Director of Sales & Account Management **Stefan Wattendorff**.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

37
Therese Bergstrom *IDC*

35
Debbie Sobin *IDG*

18
Jeroen de Jager *IDG Netherlands*
Amie White *IDC*

15
Lance Castonguay *IDG*
Pamela Giesen *IDC*

14
Chris Lin *IDG Communications*
Paul Morrisette *IDC*

13
Christopher Chute *IDC*

11
Soon Yul Chang *IDC Korea*

10
Natalya Yezhkova *IDC*

9
Anne Campbell *IDG U.K.*
Kelly Quinn *IDC*

8
Nicola Morrison *IDG U.K.*
Thomas Mahowald *IDC*

4
Trever Cumming *IDG Communications*

3
Ada Song *IDC China*

2
Marcin Brzostek *IDG Poland*
Joanne Speeryn *IDG U.K.*
Cindy Gao *IDC China*
Cecilia Hu *IDC China*
Jason Shen *IDC China*
Daniel Pang *IDC Malaysia*
Shawn Chan *IDC Singapore*
Erik Annerberg *IDG Sweden*
Allyson Hughes *IDC*
Stephanie Geary *IDC*

1
Imran Asif *IDC Singapore*
Camilla Junesjö *IDG Sweden*
Alyssa Obin *IDG List Services*
Shelby Bagdan *IDG Communications*
Prathep Thurairatnam *IT World Canada*

Send anniversary information to world_update@idg.com.

noteworthypeople

Promotions

Goodchild

CSO Executive Editor, Online **Joan Goodchild** has been named CSO editor-in-chief. "Joan will be responsible for setting CSO's editorial strategy for online and print and she'll continue to work with [Publisher] **Bob Bragdon** and the Events team to contribute to the outstanding conferences and awards CSO runs each year," said IDG Enterprise SVP and Chief Content Officer **John Gallant**. "Joan was hired as a senior editor at CSO in July 2008 and promoted to executive editor, online in October 2012 in recognition of her terrific work in helping drive the dramatic growth of CSO's traffic. Joan came to IDG from The Boston Business Journal where she served as broadcast/Web editor. Prior to that, Joan worked at TechTarget. She's got a great background in multimedia and broadcast journalism, having served as a television reporter and a TV anchor earlier in her career. During this recent period of transition at CSO, with the departure of Editor-in-Chief Derek Slater, Joan has really dived in to help out, keeping site traffic strong and the publication looking great. She is consistently CSO's top traffic driver with her insightful articles, great slideshows and multimedia work." jgoodchild@cxo.com

New employees

IDC Centre for Consultancy and Research in Bangalore, India, has hired **Dileep Nadimpalli** as a senior market analyst. Most recently with IBM, he holds a degree in global business management from EMPI Business School. In his free time he enjoys playing cricket and going to movies. dnadimpalli@idc.com

Cheong

New at **IDC Singapore** is Human Resources Manager, ASEAN **Alyce Cheong**. She will be responsible for human resources management in all IDC offices in Malaysia, Indonesia, the Philippines, Thailand, Vietnam and Singapore. She has 15 years of HR experience, most recently with research firm Swets Information Services. She earned a B.S. in management from the University of London's Singapore Institute of Management and an executive certificate in event management from Sydney's University of Technology. An animal lover, she has owned hamsters, rabbits, chinchillas, dogs, cats, chicken, ducks, goldfish and tortoises. acheong@idc.com

Daisha Hart joins **IDC's** San Mateo, Calif., office as a client service representative. A recent college graduate, Daisha earned a BS in business administration from the University of Arizona in Tuscon. Away from the office, she enjoys hiking, running, travel and snowboarding. dhart@idc.com.

IDG World Update welcomes information about new employees, promotions and transfers from all IDG business units and licensees worldwide. Please send your information to world_update@idg.com.

How to change your IDG Central password

If you would like a different password than the one you currently have for IDG Central, here's what to do.

From the IDG Central home page, click on My Profile, which is under the Home tab and at the top right corner of the banner.. In the Site Tools section to the right of your profile information, choose the Change Password link. Enter your name and current password, and follow the instructions. If you have forgotten your password, go the www.idgcentral.com and click on Forgot Password to request a new one.

PC Advisor's editorial team honored at 2013 Association of Online Publishers Awards

(L-R): PC Advisor Publisher ***Simon Jary****, Editor* ***Matt Egan*** *and Deputy Editor* ***Jim Martin*** *take the stage at the 2013 UK AOP [Association of Online Publishers] Awards in London on June 6. IDG U.K.'s PC Advisor was runner up as Best Digital Editorial Team, second to national newspaper The Guardian's Olympics 2012 coverage. IDG U.K. was, for the third year in a row, nominated as Digital Publisher of the Year.*

Subscriber snares smooth ride

ComputerSweden

Computer Sweden Editor-in-chief ***Jörgen Lindqvist*** *took a Segway for a spin around the Stockholm office earlier this month before giving it away to one lucky subscriber.*

Computer Sweden recently conducted a contest with two-fold goals: recruit new subscribers without using traditional premiums or giveaways and reward current subscribers with a chance to win a unique prize.

When IDG Sweden proposed the concept to the local Segway distributor, it quickly agreed to donate a Segway (worth 70,000 SEK, or US$10,767) in return for exposure during the subscription drive.

unsunghero

Meghan Shepp

Associate program developer

IDG Enterprise

*IDG Enterprise VP, Program Development **Karen Wilde** named **Meghan Shepp** her group's Unsung Hero, saying, "In less than a year and a half Meghan has proven herself to be an invaluable member of the IDG Enterprise Custom Solutions Group team. She has risen from a background with no sales experience to putting together and directly selling or being key to the sale of a vast quantity of sizable integrated programs. All who work with her prize her for her easygoing nature, intelligence and generosity"*

Home San Francisco

Primary job responsibilities I work in the Custom Solutions Group, which is essentially a full team of marketing services specialists. My role within the group is to develop strategic, custom marketing programs for our clients that my team can create.

Three things I do in a day's work

- Consult with sales reps on programs that need custom input. I'll review their RFP, notes, whatever they have and give them input on what kind of program will work best for them.
- Join a sales call. This could range from presenting a program that I helped put together to simply listening to what the client needs, asking questions and providing input on what I think we can do for them.
- Approve contracts. It's a vital part of my job. There's usually a lot of moving parts with our programs, so it's extremely important to make sure we're setting the right expectations from the beginning.

What I love most about my job One thing is knowing that a client loves our idea and seeing it come to life. Another is helping a team member really understand a program and learning how to take it into the field. That "ah-ha" moment makes me happy.

A hot-button issue that I'm dealing with Becoming acquainted with social media sites. If I have to sell it then I'm thinking I should probably know how to use it myself.

*Associate Program Developer **Meghan Shepp** joined IDG Enterprise in 2009.*

IDG WORLD UPDATE

Latest accomplishment It's more of a personal accomplishment, but I feel like I'm at a point where I'm absorbing more, participating in more meetings and grasping our products much more quickly. Technology was kind of scary at first to take on, and our portfolio is insane so to be confident where I'm at now is a huge accomplishment for me.

What I'm doing to be a better employee During my down time from daily duties, I constantly try to to educate myself. If I stay on top of new trends and what companies are doing in the market, I make myself a better asset.

Interests outside the office Travel, trying new restaurants, going for hikes, exploring the city, etc. That's what I like to do, but let's be real. I'm typically at home with my friends or boyfriend and my cat-children. A bottle of wine may or may not be there.

What others can't tell just by looking at me That I seriously contemplated becoming a private investigator. My grandpa is an ex-FBI agent, and I'm totally fascinated by it.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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Stefan Wattendorff *IDG Germany*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

10 JUNE 2013 | VOLUME 43, NUMBER 23 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

Computerworld Honors celebrates IT's role in greater good

The 25th annual gala recognizes individuals from around the world who are using technology to promote positive social, economic, enviornmental and educational advancements.

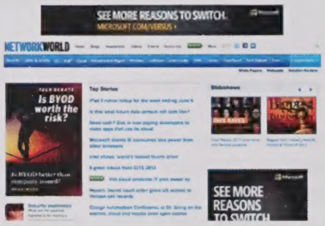
SEE MORE ON PAGE 4

Inside this issue

IDC North Africa launches Francophone CIO Summit

Alliance Advisory Services assists vendor partners

One on one: IDG Communications Worldwide CEO Bob Carrigan on reader revenue, events and more



Network World U.S. transitions to digital-only format as of its June 3 issue.

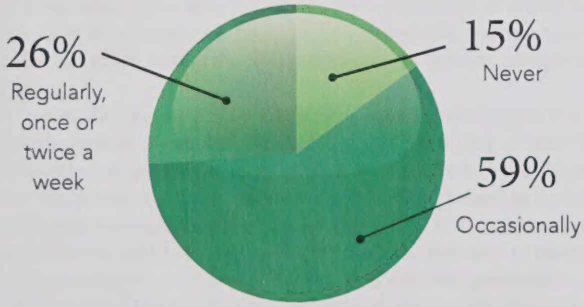
SEE MORE ON PAGE 5

Unsung hero: IDG Consumer & SMB Sales Project Manager Nelson Hong is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How often do you work from home?



Log on to www.idgcentral.com to vote on this week's question:

Have you enabled the "find my phone" option on your mobile phone?

CLICK HERE

IDG, Nikkei form partnership

IDG has partnered with Japan's largest media company to grow its brands in this key market through a license agreement that includes publishing, ad sales and events.

SEE MORE ON PAGE 2

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc.

Send the photo with a short description to idgcentral@idg.

IDG, Nikkei form partnership for publishing, ad sales and events

IDG Communications CEO ***Bob Carrigan*** *shakes hands with Nikkei Business Publications CEO Kohei Osada after the signing of the license agreement.*

IDG Communications has partnered with Japan's largest media company to chart a new course in this important market. CEO **Bob Carrigan** traveled to Tokyo last week to sign a license agreement with Kohei Osada, CEO of Nikkei Business Publications. Under the terms of the agreement, Nikkei BP will publish IDG's Computerworld and CIO brands, both of which have already relaunched, as well as produce several licensed events.

IDG Global Solutions President ***Matthew Yorke*** *signs agreement authorizing IGS to represent Nikkei BP titles.*

In addition, IDG Global Solutions President **Matthew Yorke** signed two agreements authorizing IGS to sell the full portfolio of Nikkei technology titles on a worldwide basis. Nikkei, meanwhile, will function as the local IGS office selling the IDG worldwide portfolio to companies in Japan.

"In the last few years, the business climate in Japan made it increasingly difficult to operate the business as a subsidiary. In fact, IDG was the only U.S. publisher that still had a wholly owned subsidiary in Japan," explained Carrigan. "But we felt that it was critical to have an ongoing and strong presence in Japan, given that it is the third largest IT market in the world. We decided that the best path was to partner with a local company, which is a strategy that we have pursued in several countries. Nikkei BP is the largest and most prestigious media company in the Japanese market, so we are very excited about this new partnership."

The partnership was announced at a Nikkei event in Tokyo attended by some 500 customers and business partners. Carrigan spoke to the audience sharing the history and background of IDG, the state of the global technology markets and IDG's aspirations in Japan with the new Nikkei partnership. ■

IDC North Africa's CIO Summit targets French-speaking region

IDC
Francophone CIO SUMMIT 2013

(L-R): ***Ouafa Kathir****, country manager, IDC North Africa (left) led a discussion with Hamza Kihoul, regional manager, North Africa, Symantec and Yassin Watlal, pre-sales security engineer, McAfee.*

IDC's six-year-old CIO Summit series made its first stop in Morocco last month, as the IDC North Africa staff branded the event the Francophone CIO Summit for its French-speaking audience. The majority of the 129 attendees — far exceeding the initial target of 70 — came from Morocco and Senegal, with six other countries in the region represented. Most of the CIOs and other ICT executives worked in government and public service, banking, finance and manufacturing.

"Last year we identified a pressing need within the Francophone region for a truly vendor-neutral platform [i.e., no sales pitches during presentations] that would enable the exchange of ideas and best practices between the providers of cutting-edge technology solutions, the people responsible for implementing them and the industry's leading market analysts," said **Ouafa Kathir**, country manager, IDC North Africa.

The summit also over-delivered its sales targets, with EMC and Samsung as Summit Partners leading a list of more than two dozen other corporate, media and institutional partners. Inwi sponsored a gala dinner and networking opportunity on May 23, and 16 vendors participated in the exhibit area the following day in conjunction with the conference.

In addition to Kathir, IDC presenters were VP/Regional Managing Director, IDC Middle East, Africa, and Turkey, **Jyoti Lalchandani**; Research Director/Systems & Infrastructure Solutions, MEA **Adriana Rangel**; Research Manager, Servers, Systems & Infrastructure Solutions, MEA **Zeeshan Gaya** and Senior Research Analyst, Industry Solutions, MEA **Arthur Melet**.

The participation of three delegates from Morocco's ITC ministry, Senegal's Communication and Telecom ministry and Mauritania's Employment and Professional Training and ICT ministry also added to the prestige of the event, which was well-covered by the media.

"This was indeed a great event; well-organized and full of valuable information," said Symantec Corp. Regional Director/Channel Ramzi Itani. "We had many conversation with CIOs and booked several meetings, and we're looking forward to being part of more IDC events."

Contact Ouafa Kathir. ■

OneonOne

Bob Carrigan

IDG Communications

The CEO of IDG Communications Worldwide is this week's columnist. Reach him at bob_carrigan@idg.com.

> "I am so impressed with the innovation and commitment to quality that I see, despite the challenging times. At the core, our journalism and editorial quality is as high as ever. We will launch a record 104 new events this year around the globe. Our video production and video advertising has more than doubled so far this year. Every week, I see new mobile offerings and new marketing services."

Q What do you think about Ziff-Davis' recent purchase of NetShelter? Why wouldn't IDG have been interested in acquiring NetShelter?

A IDG has its own network, the IDG TechNetwork, which is up 18% in revenue this year and outshines NetShelter in terms of marketing solutions and overall capabilities. The only value in acquiring Netshelter would have been to take on their affiliates, but we can compete for affiliate traffic in the open market without paying the exorbitant valuation that NetShelter was asking. Ziff-Davis is essentially copying our strategy with their ambition to leverage their first-party data (from their owned and operated sites) to target audiences via a curated, tech-focused network (NetShelter). We should view them as a key competitor in this arena, but I am confident that the IDG TechNetwork team will keep their eyes focused on the needs of their advertising customers and will continue to grow the business at faster rates than the combination of Ziff-Davis and NetShelter.

Q Where does IDG stand on the issue of Mozilla's move to block third-party cookies unless users opt in?

A IDG is a member in full compliance with the Network Advertising Initiative's Self-Regulatory Code of Conduct, which is the industry organization that imposes "notice, choice, transparency, education, and data security requirements on members, along with other obligations with respect to the collection and use of data for internet-based advertising." We also participate in the Digital Advertising Alliance (DAA) self-regulatory program and adhere to the DAA Principles for Online Behavioral Advertising. Third-party cookies are used to collect data for a variety of reasons including targeted ad serving, measurement, research and optimization. The blocking of all third-party cookies by default would have a negative impact on the ad-supported internet, which is the reason why IDG is supporting the self-regulatory approach. I will say that if the world of third-party cookies collapses, IDG will fare relatively well given the rich trove of first-party data that we have earned from our readers.

Q Are you encouraging other business units to consider launching TechHive sites?

A Countries that have a consumer strategy should consider launching TechHive sites to attract tech lifestyle consumers. To date, we have TechHive sites live in the U.S., Germany and in the U.K., where the brand is called TechAdvisor.

Q Given the tough markets many IDG business units have been operating in during the past months are there any bright spots you can point to?

A There are so many bright spots! When I step back and look around IDG, I am so impressed with the innovation and commitment to quality that I see, despite the challenging times. At the core, our journalism and editorial quality is as high as ever. We will launch a record 104 new events this year around the globe. Our video production and video advertising has more than doubled so far this year. Every week, I see new mobile offerings and new marketing services.

And when I look at our results compared to competitors, we are doing better. For example, when we look at the calendar year quarter from January to March 2013, which was the toughest quarter I have seen in years, IDG's U.S. B2B revenues were down 6% vs. prior year, but TechTarget was down 18%.

I have always said that we cannot control the market, but our goal should be to do better than the market. Right now, the tech media market is a bit slow due to the fact that some of our largest accounts, including HP and Dell, have cut back advertising as they struggle with some of their own strategies. In my 20 years in the tech media category, I have seen many downward cycles, but I have also seen the market come back after every one. We need to manage our expenses carefully as we go through this period, but we should also stay focused on what matters most: serving our readers and advertisers and helping them get through this challenging time. If we do that as we have done in the past, we will outperform the market and grab most of the upside as the market returns to growth.

Q Does the shift to mobile create an opportunity for IDG to experiment more with paid products that could drive reader revenue?

A Yes! This should be a primary focus for all of our business units. Mobile should be used as a key benefit to readers who subscribe to our media brands. By authenticating via mobile, users can take advantage of exclusive content that is not generally available via mobile devices. Unlike the conventional web, the mobile web offers a variety of convenient and personalized channels through which to sell content, so we should certainly leverage the "on-demand" elements of mobile and our tremendous editorial credibility and quality to create more paid content products. ■

Computerworld Honors celebrates technology's role in the betterment of society

For the 25th year, the Computerworld Honors program celebrated the achievements of an elite gathering of men and women from around the world who are using technology to promote positive social, economic and educational advancements. This year's program was held, once again, at the elegant and historic Andrew Mellon Auditorium in Washington, D.C., and emceed by **Julia King**, Computerworld executive editor, events.

"This year, the Computerworld Honors Program recognized 267 innovative uses of technology that are changing the world by contributing positively to the greater social, economic and environmental good," King said. "The gathering of IT visionaries from more than 25 countries demonstrates the immense potential of information technology to narrow daunting divides in economic and educational opportunities among people around the globe. The level of enthusiasm, commitment and emotional investment demonstrated by the honorees was nothing short of inspiring."

In honor of its milestone year, Vinton Cerf, VP and chief Internet evangelist at Google, delivered a 25th anniversary honorary address. A co-inventor of the TCP/IP protocol, which describes the fundamental architecture of the Internet, Cerf is rightfully known as one of the "fathers of the Internet," King said. "Vint's attendance was an absolute highlight for the Laureates, several of whom expressed great humility, awe and delight at sharing the stage with him."

Matt Smith, COO, IDG Enterprise, Pam Stenson, SVP and general manager, CIO Executive Council; and Scot Finnie, Computerworld editor-in-chief helped to hand out medals.

*Vinton Cerf, VP and chief Internet evangelist at Google, delivered a 25th anniversary honorary address at this month's Computerworld Honors program. Co-inventor of the TCP/IP protocol, Cerf is widely considered one of the "fathers of the Internet" and his attendance was "an absolute highlight highlight for the Laureates," said **Julia King**, Computerworld executive editor, events.*

Companies and organizations from around the world submitted a total of 734 case studies in 11 categories for consideration by the program's judging panel. This year's categories included: collaboration, economic development, emerging technology, health, human services, innovation, mobile access, philanthropy, safety and security, sustainability and world good.

> "The level of enthusiasm, commitment and emotional investment demonstrated by the honorees was nothing short of inspiring."
> Julia King

In addition to King, IDG employees among the 22-member panel of judges included SVP/Chief Content Officer **John Gallant** and Content Manager/Editorial Event Strategy **Mindy Blodgett**, both from IDG Enterprise, and, from Computerworld, Managing Editor/Technologies **Johanna Ambrosio**, Managing Editor/Features **Ellen Fanning**, Editor-in-chief **Scot Finnie**, Editorial Project Manager **Mari Keefe**, Features Editor **Tracy Mayor**, National Correspondent **Robert Mitchell** and Assistant Managing Editor **Valerie Potter**.

Judges accepted 267 organizations and projects as Laureates for 2013. All Laureates were presented with medals engraved with the program's mission: "A Search for New Heroes." On hand to present medals were Fanning; Finnie; **Matt Smith**, COO, IDG Enterprise; and

continued on page 5

Network World U.S. transitions to digital-only

In line with IDG's strategy of managing print for profit and digital for growth, distribution of Network World in the U.S. will transition to a digital-only model, discontinuing the print version effective immediately, according to **Michael Friedenberg**, president & CEO of IDG Enterprise. Network World will remain a premium owned and operated brand with a robust digital and events portfolio, he said. Eight employees' positions were eliminated as a result of the decision.

Network World becomes the second U.S. IDG publication to make this transition. In 2007, InfoWorld became the company's first digital-only brand, and has been extremely succcessful, Friedenberg noted. "InfoWorld's strong editorial voice and mission remains, driving traffic and revenue increases (34% and 57%, respectively) since FY09."

NETWORKWORLD
HOW TO BUILD A PRIVATE CLOUD
Four must-have features of a successful private cloud

The June 3,2013, issue of Network World is its last in print. The title launched in 1986.

More recently, IDG Enterprise has successfully launched ITworld and CITEworld as digital-centric properties.

"Network World will continue to be the go-to resource for IT executives who are architecting their enterprise network and for the IT solution providers that want to reach this poweful buying audience," Friedenberg said.

"Over the past year, NetworkWorld.com traffic has increased by 11%, and revenue from regional event series has increased by 19%, highlighting the demand for this brand. While business decisions such as these are hard, as a business we need to focus our attention on growth areas and evolve with the market."

Contact Lynn Holmlund. ■

continued from page 4

Computerworld Honors

Pam Stenson, SVP and general manager, CIO Executive Council.

One Laureate from each of the 11 categories was singled out as best in their category and presented with a 2013 21st Century Achievement award.

This was also the inaugural year of the Engaging Youth in IT Award, launched and sponsored by the CIO Executive Council in partnership with Computerworld.

The award is a component of the Council's initiatives to educate and interest young people in potential IT careers. The winner for Engaging Youth in IT was Jacobs Engineering, which was honored for multiple, integrated programs ranging from initiatives for K-12 students to professional internships, to a four-year global apprentice program. Jacobs Engineering SVP and CIO Cora Carmody accepted the award, which was presented by Stenson.

The Morgan Stanley Leadership Award for Global Commerce was presented to Warren East, CEO of ARM Holdings, the world's leading semiconductor intellectual property supplier. ARM-powered chips are used in more than 95% of the world's mobile and smart phones and in about one-third of all consumer devices.

***Julia King**, Computerworld, executive editor, events, served as the emcee for the program. With her are **Matt Smith**, COO, IDG Enterprise, **Pam Stenson**, SVP and general manager, CIO Executive Council; and **Scot Finnie**, Computerworld editor-in-chief and Ellen Fanning, managing editor, features., Computerworld.*

Founded in 1988, the Computerworld Honors Program is the longest running global program to honor individuals and organizations that use information technology to promote positive social, economic and educational change. More information, including the complete list of 2013 Computerworld Honors Laureates, is available at the Computerworld Honors website. In addition, articles on the 21st Century Achievement Award winners are posted on computerworld.com. ■

IDGE programs help allied partners improve messaging

Aiming to serve as a liaison between collaborating IT vendors, IDG Enterprise's Alliance Advisory Services (AAS) is a portfolio of marketing service programs designed to help allied vendors that have teamed up to offer a particular product or solution build and execute consistent messaging and improve their sales teams' performance.

"IT providers are collaborating more than ever to provide complete solutions for their customers," said IDG Enterprise President and CEO **Michael Friedenberg**. "One common challenge is that no alliance partner liaison has been appointed to facilitate communications, determine marketing assets and align all the partners with consistent messaging. We can serve as that voice."

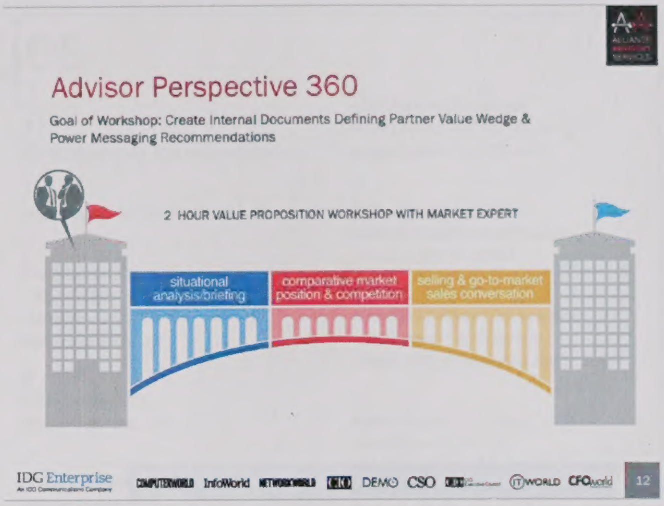
Michael Latchford, IDG Enterprise VP of alliance marketing, described how AAS services can assist a client such as Dell, which recently shifted its cloud strategy. "Dell's biggest partner is VMware, and each brings their respective expertise to their shared solution. IDG Enterprise helps align their messaging by providing a third-party perspective on their assets. When they talk about awareness of their message, are they happy with their content, sales leads and sales performance? A lot of partners don't have a go-to-market strategy, resulting in a messaging gap."

Latchford

Latchford said that AAS — "the first such practice in the IT industry" — can provide allied clients with research-based programs, custom content (white papers, case studies, infographics, Executive Viewpoints and more), events, video and integrated media solutions (digital, mobile, print and social) to improve their messaging or act as a consultant to facilitate partners' relations depending on their needs.

AAS currently offers a number of programs including The Advisor Perspective 360 program that provides a third-party point of view on clients' messaging. "An AAS market expert sits down with the clients for two or three hours discussing the teams' strengths and weaknesses and competitors," Latchford said. In the end, the partners have a strategic message map and a go-to-market strategy for their collaborative solution, whether it be in the cloud, security, mobility or other industry segment.

AAS's Sales Enablement program can be either a follow-on to Advisor Perspective 360 or a stand-alone program, according to Latchford. "Once clients have their messaging in place, what do their sales reps actually say when they contact potential IT buyers? This external sales program provides sales education and enablement tools," Latchford said.



Advisor Perspective 360

Goal of Workshop: Create Internal Documents Defining Partner Value Wedge & Power Messaging Recommendations

2 HOUR VALUE PROPOSITION WORKSHOP WITH MARKET EXPERT
situational analysis/briefing
comparative market position & competition
selling & go-to-market sales conversation
IDG Enterprise
COMPUTERWORLD
InfoWorld
NETWORKWORLD
CIO
DEMO
CSO
ITWORLD
CFOworld
12

The Advisor Perspective 360 program provides a third-party point of view on clients' messaging. Partners end up with a strategic message map and a go-to-market strategy for their collaborative solution.

For example, a Battle Card is a two-page description of the partners' core message that sales reps can study before they call a possible buyer. "It's essentially how a sales rep should respond to buyers' potential questions and objections," Latchford explained.

"The AAS solutions have found a great deal of interest, resulting in a large volume of partner programs" Latchford said. He noted that the market doesn't have "the bandwidth of talent" to produce these sales tools, which AAS can deliver in a short window of time. "Companies don't have the headcount anymore," he said, "and they're looking for someone to fill that as a direct extension of their marketing sales teams. We talk with their sales leaders and provide the right messaging and language."

Latchford said AAS is currently working with VMware, Citrix, HP, Dell, Intel, Microsoft and CDW, among others, with two to five vendors per campaign. "These services get us to a higher level of decision maker, and we can penetrate companies' sales department with our sales tools," he said.

AAS works with IDG Enterprise's Custom Solutions, Marketing Services and Digital Services Groups. Latchford said that each AAS project has a team leader, a financial manager, a program manager from Custom Solutions, a social and analytics expert from Marketing Services and lead expert from Digital Services. "We leverage all our experts, offering our clients a complete marketing services team that covers every conceivable need," he said.

Contact Michael Latchford. ■

noteworthypeople

Promotions

Harris

IDG Consumer & SMB West Coast Sales Director **Scott Harris** has been promoted to VP, Sales and Marketing for IDG TechNetwork and CSMB. "Scott has worked at both TechNetwork and CSMB, and I am pleased to have him moving into an expanded role," said Pete Longo, IDG TechNetwork and CSMB CEO. sharris@idgcsmb.com

New employees

Ochs

Previously executive editor of MaclLife Magazine, **Susie Ochs** joins IDG CSMB's **TechHive** as senior editor. She earned a B.A. in journalism from Chicago's Northwestern University and enjoys watching baseball, home repair and snowboarding. sochs@techhive.com

Suvansupa

New at **IDC Thailand** is **Satianporn Suvansupa**, associate market analyst; he was previously a business analyst with e-commerce start-up Zalora Thailand. A graduate of Thailand's Chulalongkorn University, he holds a B.A. in economics. Away from the the office he enjoys video games, cycling, films and sightseeing. ssuvansupa@idc.com

Casey Winston joins **IDG Enterprise** as a digital account services report specialist Recently an advertising intern at Greylock Marketing group, she's a graduate of the University of Massachusetts/Amherst where she double-majored in marketing and journalism. cwinston@idgenterprise.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Robin Robison *IDG*

30
Derek Hulitzky *IDG Enterprise*

25
Lottis Bergson *IDG Sweden*

24
Janet King *IDG Research Services*

19
Stephen Compton *IDG Consumer & SMB*

18
Tony Olvet *IDC Canada*

17
Kath Marston *CXO Media*

16
Alana Dros *IDG*

13
Torun Bjurman *IDG Sweden*
Jennifer LeMay *IDG World Expo*

12
Jane Weissman *IDG Connect*

11
Karen Arnowski *IDG Global Solutions*

10
Tanya Webber *IDC Australia*

9
Magdalena Szczodronska *IDG Poland*
Heather Karki *IDC*
Robert Cerulle *IDC*

8
Leah Barton *IDC*
Monika Kumar *IDC*

7
Abigail Swabey *IDG Australia*
Elaine Senay *IDG*

6
Bruno de Andrade Faria *IDC Latin America*
William Patin *IDG Germany*
Carolyn Rauch *IDG World Expo*
Kristin Burnham *CXO Media*

5
Abril Degado Maria Del Carmen *IDG Spain*
Rainer Bachmaier *IDG Germany*
Ridhi Sawhney *IDC India*
Patty Bu *IDC Canada*
Mira Perry *IDC Canada*
Matt Levine *IDG TechNetwork*
Brian Carlson *CXO Media*

4
Pedro Hagge *IDC Brazil*
Keila Fernandes dos Santos *Now!Digital Business*

3
Jennifer O'Brien *IDG Australia*
Cate Bacon *IDG Australia*
Theske Slijkerman *IDG Netherlands*

2
Apolo Lopez *IDC Mexico*
David Court *IDG U.K.*
Mary Rodaline Davila *IDC Singapore*
Saswati Mukherjee *IDC Singapore*
Andy Ye *IDC Taiwan*
Robin Clausen *IDG Enterprise*

1
Adam Bender *IDG Australia*
Marcos Barbosa *Now!Digital Business*
Daphne Chua *IDC Singapore*
Azlee Jamil *IDC Singapore*
Phawadee Pongsupan *IDC Thailand*
Hayley Levine *IDG Enterprise*
Rebecca Garcia *IDG Enterprise*
Susan Thaxter *IDG Enterprise*

Total company donation to One Fund Boston exceeds $56,000

THE ONE FUND
1
BOSTON | 2013

Shortly after The One Fund Boston was created to provide support for the victims and families most impacted by the bombings at the Boston Marathon, IDC and IDG each pledged to contribute $15,000 and match employee donations made by May 31.

As of June 4, IDC employee donations and IDC's match totaled $14,810, and IDG's employee donations and IDG's match totaled $11,195. Though there may be some additional matching gift forms still to be submitted, the combined IDG and IDC donation to The One Fund Boston, including the companies' initial contributions, now stands at $56,005.

Overall, The One Fund has collected almost $42 million.

And the winners of the communications survey are...

The editors of IDG World Update and IDG Central would like to thank everyone who responded to the recent employee communications survey. Your responses will help us to make improvements to both IDG World Update and IDG Central. Congratulations to the following people who were selected in the random prize drawing:

Caroline Askheim, IDG Sweden
Bill Bernardi IDC
Sid Bhandari IDC New Zealand
Karlo Pernek IDC Adriatics
Jan Scohna IDC Czech Republic

Each winner will receive a $50 gift card.

unsunghero

Nelson Hong

Sales project manager

IDG Consumer & SMB

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Mark Britton *IDG Enterprise*
Bob Carrigan *IDG Communications*
Ekapat Chareonlarp *IDG TechNetwork and IDG Consumer & SMB*
David Hill *IDG International Publishing Services*
Lynn Holmlund *IDG Enterprise*
Nelson Hong *IDG Consumer & SMB*
Oufa Kathir *IDC North Africa*
Julia King *IDG Enterprise*
Michael Latchford *IDG Enterprise*

***Ekapat Chareonlarp**, IDG TechNetwork and Consumer & SMB group VP, named **Nelson Hong** his group's Unsung Hero. "Nelson stepped up to the plate when the company needed him the most. He singlehandedly took on all of custom programs for IDG CSMB while the team was going through a major reorganization. Not only did he double the number of programs delivered, he also delivered them with a completely positive and professional attitude. He stayed up late to make sure that all of the elements were accurate and on time. I constantly received emails from sales praising him for his excellent work."*

Home San Jose, Calif.

Primary job responsibilities I manage the post-sales portion for our advertising campaigns on IDG Consumer & SMB for anything custom, whether it's custom content or custom media (e.g. ad units).

Three things I do in a day's work

- Act as the day-to-day contact for clients and agencies to make sure assets, reporting, deliverables, etc. adhere to their deadlines.
- Manage the internal development and implementation of our production on custom ad units or custom content.
- Compile post-campaign reporting that provides context to how well our campaigns did vs. industry benchmarks and extrapolate lessons that can be applied to future campaigns.

What I love most about my job Being able to see quantifiable results for our advertisers' marketing efforts that tie directly back to their campaign objectives.

Hot-button issue that I'm dealing with Content marketing is a relatively new marketing channel for advertisers, and most don't know how to contextualize performance to understand how something performed. Much of my job these days is helping educate our advertisers and partners on this front so they can make informed decisions about how they want to spend with us and where.

IDG WORLD UPDATE

*Sales project manager **Nelson Hong** joined IDG Consumer and SMB in 2010 as a sales associate.*

Latest accomplishment Getting IDG's Intel Consumer campaign, which is the largest campaign in terms of revenue in a quarter, off the ground and continuing to manage the moving parts (both internally and externally) in the program, which far exceeds every program we've had in the past. Our performance in this campaign has the potential to set the foundation for many future campaigns both with Intel as well as other advertisers.

Interests outside the office I've been a huge NBA (and Golden State Warriors, in particular) fan since I was a child, and that has translated into a huge passion for playing basketball, constantly reading up on it, as well as fantasy basketball. I love exploring new restaurants and trying different cuisines across every culture that has its own unique spin on food.

What others can't tell just by looking at me I absolutely love karaoke even though I know I do not have any vocal talent, but remembering and belting out lyrics/melodies/etc. in the shower has always been a habit of mine since I was introduced to music.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

3 JUNE 2013 | VOLUME 43, NUMBER 22 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | PROFILE - *page 6* | ANNIVERSARIES AND NOTEWORTHY - *page 7*

IDG Enterprise IDGies honor outstanding editorial contributions

IDG Enterprise shone a spotlight on outstanding editorial contributors at its two-day editorial offsite meeting, held last month at the Babson Executive Conference Center in Wellesley, Mass. For the third year, the business unit handed out Editorial Excellence Awards, better known as the IDGies. "The IDGies were designed to showcase IDG's commitment to investing in quality content for our audiences," said IDG Enterprise Chief Content Officer **John Gallant**. "The awards recognize enterprising journalism, great writing and outstanding design. Given all the great content that we create each day, it's tough to pick winners, and these awards represent a real accomplishment for the winners."

The editorial management of each IDGE brand nominated the entries in each category, and a team of judges representing each brand reviewed the nominations and selected the winners. This year's judges included: **Bill Brenner**, managing editor, CSO; **Kim Nash**, managing editor, CIO; **Kristin Burnham**, senior writer, CIO.com; **Doug Dineley**, executive editor, Test Center, InfoWorld; **Carolyn Duffy Marsan**, national correspondent, Network World; **Phil Johnson**, associate online news editor, ITworld.com; **Lucas Mearian**, reporter, Computerworld; and **Matt Rosoff**, editorial director, Citeworld.com. Below, the winners and Gallant's excerpted remarks.

Best Single News Story

Mearian

This category recognizes significant enterprise news reporting that results in a major breaking news story or outstanding coverage of a single news event.

Winner: **Lucas Mearian**, reporter, Computerworld, for: Could smart gun technology make us safer? "Lucas did a great job hopping on a hot topic in the wake of the Newtown, Conn., shootings and writing in-depth about a topic few people even knew about.

continued on page 4

Also inside

- IDG Germany celebrates successful speaker series
- IDG Denmark sold to Jobindex; operates as licensee
- One on one: IDC SVP Meredith Whalen discusses
- IDC's IT Executive Programs

Profile: IDC VP/Clients and Displays Bob O'Donnell indulges a lifelong passion for music

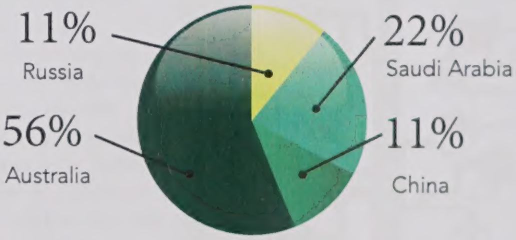
SEE MORE ON PAGE 6

CIO U.K. recognizes 100 technology business leaders at its first CIO 100 gala event.

SEE MORE ON PAGE 8

Question of the week results

Which country is not one of the six emerging ICT markets predicted to rival that of the U.S. by 2017, according to IDC?



(Receiving no votes: Brazil, India and South Korea. The correct answer: Saudi Arabia. See chart on page 2.)

Log on to www.idgcentral.com to vote on this week's question:

How often do you work from home?

CLICK HERE

IDG Germany celebrates 25th edition of speaker series

IDG Germany President & CEO ***York von Heimburg*** *(right) introduces Uli Hoeness, president of FC Bayern Munich (left) and sports commentator and TV host Marcel Reif.*

A long-standing speaker series brings together IDG Germany employees, customers, business partners and friends of the company for an evening of thought-provoking presentations on a wide variety of (mostly non-tech) topics along with an opportunity to relax and network.

IDG
PARKSTADT
GESPRÄCHE
25 IDG Parkstadtgespräche
JUBILÄUMSMAGAZIN

The 25th edition magazine featured summaries of the series' speakers and customer feedback.

Speakers have included a referee ("How to decide confidently"), a memory trainer ("Your memory: The eighth wonder of the world") a Benedictine monk ("Hope despite crisis") as well as a comedian, orchestra conductor and rock climber, among others.

Last month the 25th edition of the Park City Talks — which are held three times a year and named for the section of Munich where the office is located — featured Uli Hoeness, president of Germany's top soccer club FC Bayern Munich.

While past events have typically drawn 150 to 200 guests, some 280 people crowded two conference rooms to listen to Hoeness, who is being investigated for tax evasion and whose soccer team would win the Champions League a few days after his appearance.

IDG Germany marked the 25th edition with a 37-page magazine summarizing key points from each of the previous 24 speakers' presentations as well as comments from customers and employees about why they've enjoyed the Park City Talks.

The magazine was given to guests at last month's event, sent to key customers and is available as a PDF on the IDG Germany website.

Write to IDG Germany President & CEO York von Heimburg. ■

IDG Denmark sold to Jobindex, will continue to operate as licensee

IDG Denmark has been purchased by the publicly held Jobindex A/S, one of Denmark's largest online job sites. Managing Director **Søren Queitsch** and a majority of the staff will remain with the company, which will now be called Jobindex Media and will be an IDG licensee.

"We're very pleased with this new arrangement, which positions our former subsidiary very well for future growth in the Danish market," said IDG Communications CEO **Bob Carrigan**. "Jobindex founder and director Kaare Danielsen is one of Denmark's leading entrepreneurs and understands the digital world very well. There is close affinity between what he has created in the online jobs space and a digital media company focused on technology."

Carrigan added that the new partnership between the two companies will enable IDG to continue to maintain a strong presence in the Danish market.

The purchase covers all of IDG Denmark's current brands including Computerworld, PCWorld, Channelworld, ComOn, Jobworld.dk, IDG Kurser, IDG Event, a community site called Eksperten.dk, telemarketing group IDG Direct and the Danish licenses for IDG Connect and IDG Tech Network.

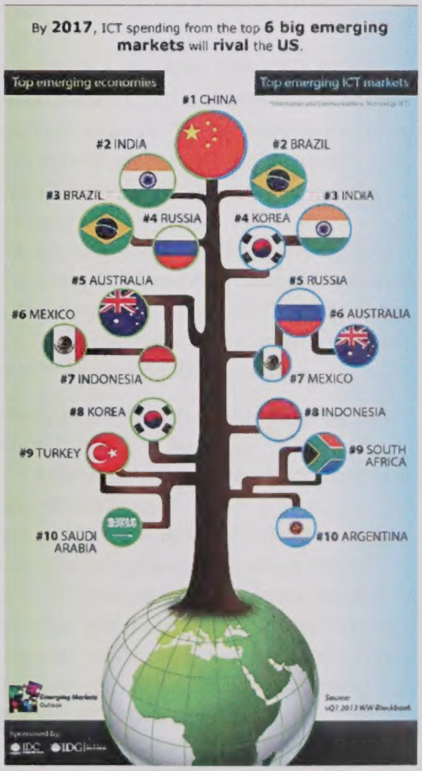
"We have purchased some of the strongest brands in the IT media, skills development and job placement space in Denmark," said Danielsen in a statement. "Together we can create a professional network of IT professionals, combining news, discussions and content provided by users." ■

Coming up: Emerging Markets Outlook

IDC and IDG Global Solutions are cohosting their first event on June 11 in Santa Clara, Calif.: The IDC/IGS Emerging Markets Outlook: Navigating Cloud, Mobility, and Big Data Opportunities and Risks in the World's Fastest Growing Economies.

The invitation-only, half-day event is designed to show how companies can use IDC and IGS research and solutions to better understand opportunities for expansion in key emerging markets in Asia, Central Europe and Latin America.

IDG Digital Marketing Assistant **Lauren Kirchberger** designed the infographic at right that is being used to market the event. ■


By 2017, ICT spending from the top 6 big emerging markets will rival the US.
Top emerging economies
Top emerging ICT markets
#1 CHINA
#2 INDIA
#2 BRAZIL
#3 BRAZIL
#3 INDIA
#4 RUSSIA
#4 KOREA
#5 AUSTRALIA
#5 RUSSIA
#6 MEXICO
#6 AUSTRALIA
#7 INDONESIA
#7 MEXICO
#8 KOREA
#8 INDONESIA
#9 TURKEY
#9 SOUTH AFRICA
#10 SAUDI ARABIA
#10 ARGENTINA
Emerging Markets Outlook
Source:
Sponsored by:
IDC
IDG

OneonOne

Meredith Whalen

IT Executive, Industry and Investment Research Services

IDC

IDC's senior vice president, IT Executive, Industry and Investment Research Services is this week's columnist. Reach her at mwhalen@idc.com.

> "We recently deepened our partnership by providing existing CIO Executive Council clients with access to what we are calling IDC's Technology Insights."

Q What are IDC's IT Executive Programs?

A IDC's Insights practices are our original IT advisory product line, aimed at technology buyers. The Insights practices develop research for industry-specific areas — energy, financial services, government, retail and health care — and often serve the line-of-business technology buyer. As an extension to our Insights product line, we launched the IT Executive Programs (IEP) more than two years ago. The IEP product line rounds out our offering for technology buyers by providing horizontal technology research and advisory services to the IT organization. Today, we provide our clients with an integrated offering that includes access to both horizontal and industry-specific research. It is actually this integration that sets our offering apart from our competitors.

Q How has the IT Executive Programs offering grown?

A From launch, the IT Executive Programs have been well received. Technology buyers are seeking an alternative source of IT advisory services. IDC's global coverage, fact-based methodologies, flexible packaging and high-quality client service have resonated well. The initial investment phase focused on the U.S. However, we quickly began making the offering available outside the U.S. due to market demand. We have seen particularly good traction in the Middle East and Latin America. As we plan for FY14, we will be looking at increasing our investment for the EMEA and Asia/Pacific regions.

Q Who is the typical customer for an IT Executive Program, and how might they use it?

A We target our IT Executive Programs at Global 2000 companies. Within those organizations, typical clients are CIOs, IT strategists, enterprise architects, and managers in program management offices and vendor management offices.

All of these roles need independent research and advice to support their technology decision making. Key decisions technology buyers must make include:

- Understanding business requirements and options for technology solutions.
- Creating technology solution strategies.
- Buying and implementing technology solution strategies.
- Refining and managing technology solution strategies.

IDC provides fact-based research and independent advice to assist in each of these critical decisions. In using IDC's services, clients mitigate risk, maximize their technology investments, drive innovation and make more informed business decisions.

Q What are some new offerings within IT Executive Programs?

A We have developed several proprietary methodologies to support the critical decisions technology buyers must make. IDC's MarketScape methodology helps technology buyers short-list their suppliers by using an unbiased methodology to compare the capabilities of each supplier in any given category.

We recently introduced IDC's Maturity Model methodology, which enables our clients to assess their situation and compare their processes and initiatives to the state of the industry. We link our maturity model improvement to business value, which enables clients to develop their own roadmap for improvement. Over the next 12 months, IDC will be rolling out several more of these methodologies.

Q How do IT Executive Programs clients interact with IDG Enterprise's CIO Executive Council?

A We've had a partnership with IDG's CIO Executive Council (CEC) since the launch of the IT Executive Programs. The partnership includes lead sharing and an integrated offering that provides access to both IDC research and the Council services.

We recently deepened our partnership by providing existing CIO Executive Council clients with access to what we are calling "IDC's Technology Insights." CEC members now automatically have access to the following IDC content:

- Quarterly peer research studies covering topics such as "Shifting IT Budgets," "Staffing for 2020," "4 Pillars of Industry Transformation" and "CIO Sentiment Study."
- Access to IDC's annual CIO Predictions study and accompanying webcast, in which IDC's IT executive analysts present their latest research on CIO priorities and make predictions for how the CIO's agenda will develop over the coming year.
- Quarterly access to IDC webcasts covering industry-specific topics and CIO agenda topics.
- Membership in IDC's IT professional Insights

continued on page 7

continued from page 1

IDGies

Best Ongoing Coverage

This category recognizes a writer or reporter for outstanding coverage of a critical beat, topic or issue.

Thibodeau

Winner: **Pat Thibodeau**, reporter, Computerworld for: coverage of H-1B Visa program. "Computerworld has become the go-to source for the state of the H-1B visa and its effect on IT managers and IT workers. Over the past year, Pat has written nearly 30 stories on the subject, including a compilation and analysis of data showing where visa holders are working and the positions they hold as well as the status of pertinent legislation and lawsuits filed by U.S. workers affected by the program."

Best Feature Story

This category recognizes outstanding reporting and writing that results in an in-depth print or online non-news article on a critical topic for IDGE's IT audiences.

Nash

Winner: **Kim Nash**, managing editor, CIO Magazine for: Clueless in the Boardroom. "This article backs up its tough headline: Only 1% of members of the board of directors have any tech background, and most IT leaders that we surveyed say the board 'doesn't do its homework' regarding IT. This story benefits from an exclusive CIO magazine survey of IT chiefs. Some CIOs were leery of talking about their relationship with the board, yet the story is full of strong interviews with candid CIOs and with experts in board governance."

Best Staff Blog

This category recognizes outstanding blog writing among IDG Enterprise staffers. The best blogs reveal the personality of the writer and blend opinion, wit and insight to shed new light on key topics.

Winner: NW: **Paul McNamara**, online news editor, Network World, for: Buzzblog. "Paul's Buzzblog is timely, opinionated and witty, and he has a knack for seeing nuance that escapes others, making his blog interesting, informative and fun to read and keeps readers coming back."

Best External Blog

This category recognizes outstanding blog writing among non-IDG Enterprise contributors. The best blogs reveal the personality of the writer and blend opinion, wit and insight to shed new light on key topics.

Raphael

Winner: **JR Raphael**, Computerworld, for: Android Power. "JR is just so damned good at whatever he does. His blog includes news, analysis, how-to's, opinion, predictions, reviews — all in his unique voice. His always-up-to-date upgrade lists are a resource that readers come back to again and again. And he keeps his head when others predict Facebook phones."

Best Team Effort

This category recognizes a team effort (editors, writers, designers, etc.) that produces a story or story package of significant important to our IT readers.

Winner: CIO team for: 2013 State of the CIO package. Contributors: **Kim Nash**, **Carolyn Johnson**, research director, IDG Enterprise; **Terri Haas**, art director, IDG Enterprise; **Mitch Betts**, executive editor, CIO; **Colleen Barry**, senior copy editor, IDGE; **Lauren Brousell**, staff writer, CIO; **Dan Muse**, executive editor, CIO; and **Rick Pastore**, VP, editorial and programs, CIO Executive Council.

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CIO

JOE MOLA

*Seated l-r: **Terri Haas, Lauren Brousell** and **Carolyn Johnson**. Standing: Rick Pastore and Dan Muse.*

"The 12th annual "State of the CIO" survey project provides an authoritative snapshot of the CIO position — including their average tenure on the job and how their role is changing to become business strategists. There's a cover story by Kim Nash, a survey research report from Carolyn Johnson, an analysis report by the CIO Executive Council's Rick Pastore and (for the first time) an online infographic of key metrics by Mitch Betts and Terri Haas, as well as a slideshow done by Kim and Dan Muse."

Best Social Media Outreach

This category recognizes individual achievement in the use of social media to source information, build contacts and promote content.

Brown

Winner: **Bob Brown**, online executive editor, news, Network World. "Bob goes all in when he sets his eyes on a social target, taking classes, joining associated groups within the groups to try to learn how they work and influence our chances of success. His latest focus has been on Reddit, where our traffic has been doubling month to month, and LinkedIn, where his research has caused us to rethink where our buttons link to, what pages we focus our efforts, etc."

Best Review or Product Test

The category recognizes outstanding achievement in reviewing and/or testing products of interest to our IT audience. Candidates may include quick-turnaround, hands-on reviews of important new products or multi-product tests.

Winner: InfoWorld contributor **Woody Leonhard**, for: Windows 8 Review: Yes, it's that bad.

Leonhard

"The title of this review speaks directly to the first reaction many of us had to Windows 8. The review's real value comes from the detailed analysis provided by Woody Leonhard, who has written over a dozen Windows books, including the Dummies book on Windows 8. Point by point he dissects every false move made by Windows 8's designers in devastating detail, without losing sight of the handful of technical advances."

Best Slideshow

This category recognizes creativity and innovation in the use of slideshows to educate, amuse or convey difficult concepts in new ways.

Bennett

Winner: JR Raphael and **Amy Bennett,** managing editor, ITworld.com, for: 20 Historic tech sounds you may have forgotten. "IT pros love nostalgia, and instead of relying on images for this slideshow, JR hunted down clips of all 20 sounds. A fun walk down memory lane."

Best Video

This category recognizes the outstanding use of video to tell a story or complement a story package.

Winner: IDG Enterprise Multimedia Content Editor **Keith Shaw** and Reporter **Sharon Gaudin** for: CES 2013: Riding the Zboard Electric Skateboard.

Shaw

Gaudin

"The IDG Enterprise team did a great job swarming all over CES this year, including producing many videos capturing news and unique things happening at the massive event. This video is a great collaboration between Keith and Sharon and captures some of the fun and weirdness of CES."

The D2D (Designer2Designer) Award

This award honors the best work among our designers across print, online, slideshows and infographics. Designers nominate their own work and then vote for the top award.

Winner: Art Director **April Montgomery**, Computerworld. "April continues to shine in creativity, innovation and attention to detail in producing work that really makes the great content at Computerworld stand out in all media."

Chief Content Officer's Award

Carlson

This is a new award that recognizes the IDG Enterprise editorial staffer who goes above and beyond his or her day-to-day duties to provide assistance to colleagues across the group and advance the mission of IDG Enterprise editorial.

Winner: Online Editorial Director **Brian Carlson**, CIO.com. "In addition to running a growing website and a great team, Brian has logged countless hours in representing editorial in Project Scale discussions and meetings. Brian has organized feedback, cataloged editorial's needs and desires for the new CMS and helped move this process forward. Brian has also served for years as head of the Social Media Task Force and has built a terrific group — including **Dan Muse**, **Shane O'Neill**, **Brian Eastwood**, **Al Sacco**, **Rich Hein**, **Thor Olavsrud**, **Kristin Burnham**, **Tom Kaneshige** and **Sheryl Hodge** — that has provided lots of support to back Brian up here." ■

Offsite profile

IDC VP Bob O'Donnell toots his own horn (and writes his own music)

IDC VP/Clients and Displays **Bob O'Donnell** was in the midst of giving a presentation at Directions earlier this year ("Postcards from the Edge: How Mobile Devices and Mobile Applications Are Reshaping the Workplace") when a slide popped up on the screen beside him that wasn't typical of what conference goers usually see from a keynote speaker. It was a photo of O'Donnell, trombone in hand, surrounded by members of his band, The Headliners.

After a quick pitch — "Does anyone want to hire a great band for a special event?!" — O'Donnell segued into talking about how people are starting to use similar applications across different types of mobile computing devices and how he's using a Windows notebook with an iPad to compose and perform music.

O'Donnell

That presentation was just one example of the big role music has had in O'Donnell's life, both personally and professionally. He played trombone in the University of Notre Dame marching, jazz and concert bands and in the opening ceremonies of the 1984 Olympics in Los Angeles as part of the All-American college marching band.

O'Donnell has not only logged many years as a musician, but he also served as editor of two music-related magazines.

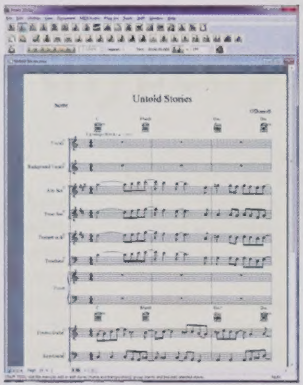
Shortly thereafter, he began his professional career working for music-related magazines. The first was a trade magazine for music retail stores, and he later became editor of two magazines that covered electronic music equipment and recording: Music Technology and Electronic Musician.

About 10 years ago, O'Donnell started an eight-piece horn band, The Headliners, "as a way to be able to play some of the music I really enjoy including Chicago, the Blues Brothers, Steely Dan, Earth Wind & Fire, Tower of Power, classic '60s R&B and lots more." Over the past year, the band has been playing publicly more regularly, about once a month, at private parties, local bars in the Silicon Valley area and other public venues like the San Mateo County Fair.

CYPRESS
HALL

*The Headliners (with **Bob O'Donnell** far left) will debut one of O'Donnell's original songs at its next gig: the San Mateo County Fair, June 11 at 8 p.m. on the Plaza Stage.*

O'Donnell has started composing a few songs for the band, which is regularly playing one of them and rehearsing three others. He usually writes during relatively short bursts of time.



O'Donnell uses the application Finale to compose songs.

"I've been able to leverage the many hours I spend on work travel to compose on the plane," he said. A guitar player as well, O'Donnell often brings along a small Martin BackPacker travel guitar on business trips. "I typically come up with the main structure for a song by coming up with a chord progression and/or melody idea on the guitar and put that structure into [the music application] Finale. Then I can work out the rest of the song, including the melody, lyrics and horn parts over time," he said.

"Music has been a very important part of my life since early childhood, so it's a great way for me to relax and get my creative juices flowing. It definitely helps me offset some of the pressures of a busy work life."

Write to Bob O'Donnell. ■

continued from page 3

One on one

Community.

The deepened partnership provides existing CIO Executive Council clients with increased value and provides additional exposure of IDC research to a highly qualified group of prospects.

Q What is the IDG Insights Community?

A We recognize social networks and online communities play an important role in the decision making process for technology buyers. Technology buyers use these vehicles to seek out information on technology trends, industry events, best practices and technology suppliers. IDC's 4,500-plus member online community brings together leading IDC analysts and technology buyers. Within the community, technology professionals have the opportunity to engage with IDC analysts, share knowledge,and connect with colleagues. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

33
Matt Smith *IDG Communications*

31
Debbie Waters *IDG Int'l Publishing Services*

29
Mitch Betts *CXO Media*

27
John Robison *IDG*
Rod Hills *IDC U.K.*

25
Deb Vozikis *IDG Communications*

21
Stephen Lawson *IDG News Service*

18
Måns Klockar *IDG Sweden*

17
Steve Traynor *IDG Communications*
Kit Gould *IDG U.K.*

15
Mary Menendez *IDC*
Robert Wasilewski *IDG Poland*

14
Linus Lai *IDC Australia*

13
Mark Savery *IDG*

12
Mel Manasan *IT World Canada*
Stefanie Kußeler *IDG Germany*

11
Sascha Mutschler *IDG Germany*

10
Martha Martin *IDC*
Lu Dai *IDG Asia*
Satoshi Matsumoto *IDC Japan*
Bo Nordlin *IDG Sweden*

9
Margaret Margossian *IDC*
Suzanne Denton *IDC*
Koichi Nagayama *IDC Japan*

8
Ryan Patterson *IDC*
Miguel Palomero *IDG Spain*

7
Brian Howden *IDC Canada*
Egbert van Sterkenburg *IDG Netherlands*

6
Brett Ferry *IDG Communications*
Daniel Moren *IDG Consumer & SMB*
Christopher Whitehouse *IDG Global Solutions*
Norah Miller *IDG Sweden*

5
Emily Hart *IDG Communications*
Rhys Lewis *CIO U.K.*
Alexandra Gorski *IDG Germany*
Jessica Nilsson *IDG Sweden*

3
Sheila Brennan *IDC*
Lauren Brousell *CXO Media*
Christina Sergi *CXO Media*
Lise Fracalossi *IDG Communications*
Joan Joly *IDG Communications*
Jimmy Dias *IDG Communications*
Theske Slijkerman *IDG Netherlands*

2
Elyse Shuster *IDC*
Jillian Hall *IDG Communications*
Karyn Murphy *IDG Communications*
Kim McDonald *IDG List Services*
Sabharinath Balasubramanian *IDC Singapore*
Joon Yheah Tan *IDC Singapore*
Maximilian Kwapil *IDG Germany*
Lisa Borgman *IDG Sweden*

1
Erin Stines *IDC*
Rebecca Hamilton *IDG Connect Int'l*
Matthew Vickers *IDG Connect Int'l*

All business units and licensees are invited to send information for the anniversary column to world_update@idg.com.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Mark Chillingworth *IDG U.K.*
John Gallant *IDG Enterprise*
Pat Josefek *IDG Enterprise*
Monika Kukulj *IDG Germany*
Joe Mola *IDG Enterprise*
Bob O'Donnell *IDC*
Edward Qualtrough *IDG U.K.*
York von Heimburg

noteworthypeople

New employees

IDG Consumer & SMB has hired **Mark Hachman** as a senior editor with PCWorld. Previously a senior editor with PC Magazine, he holds a B.A. in English from the University of Notre Dame in South Bend, Ind. In his free time he enjoys baseball, fiction writing and "sleep — my second son was born a few months ago." mhachman@idgcsmb.com

Moran

Mollie Moran joins **IDG Enterprise**'s Events team as a registration coordinator. A recent graduate of Boston's Suffolk University with a B.A. in public relations, she has worked in data entry at MassGeneral Hospital for Children and as a marketing intern for the Handel and Haydn Society. In her free time she enjoys exploring Boston, blogging, listening to vinyl records and reading. mmoran@idgenterprise.com

Krassiyenko

JOE MOLA

IDC New Zealand has hired **Donnie Krassiyenko** as an associate market analyst with its IT Services group. He has extensive market research and analysis experience with organizations such as Coca-Cola, the University of Auckland and Campus Living Villages. He holds a B.A. in marketing from KIMEP University in Almaty, Kazakhstan, and an MBA specializing in international business from Australia's University of Southern Queensland. He enjoys writing, classical literature and martial arts. dkrassiyenko@idc.com

Wong

New at **IDC Singapore** is Account Manager **Marcus Wong** who will be focusing on vendors for the Vertical Industry/Insights group. He has previously worked in energy, environmental and building technologies industries and holds a B.A. in business administration from the Royal Melbourne Institute of Technology in Australia, as well as a diploma in electronics, computers and communications from China's Nanyang Polytechnic. He spends his leisure time with his family and their Golden Retriever. mwong@idc.com

CIO U.K. recognizes 100 business technology leaders

PHOTOS BY JOANNE SPERRYN AND ANAND MADABUSHI

*CIO U.K. Editor-in-chief **Mark Chillingworth** (center) talks with guests at the CIO 100 event, held at a top Mayfair hotel in central London. Sixty-five of the 100 honorees attended.*

CIO U.K. celebrated its annual CIO 100 awards with a first-time gala evening in London. The honored CIOs, 65 of whom attended, were recognized for driving business change, process improvement, enabling greater collaboration and innovating in new market opportunities.

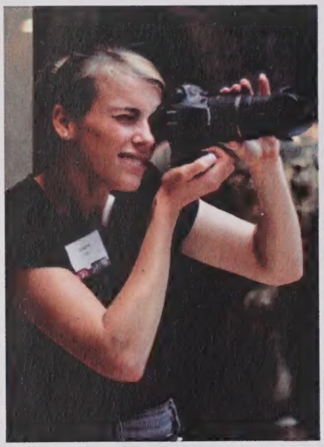
Editor-in-chief **Mark Chillingworth** hosted a panel discussion with the year's top three CIOs. London 2012 Olympics CIO Gerry Pennell also received a special award for his contributions to the delivery of the Games. Chillingworth and CIO Online Editor **Edward Qualtrough** served on the seven-member judges panel along with several tech industry experts.

The CIO U.K. team bundled all the news related to the CIO 100 winners into a same-day announcement, publishing the print edition of the magazine out of cycle so that it could be released at the event and posting the list of winners simultaneously on the recently redesigned CIO.co.uk.

The evening produced substantial video content, including one-on-one interviews with select honorees and an interview with an Intel representative about the CIO Priorities 2013 survey, which Intel sponsored along with the awards event. Edited video will soon appear on CIO.co.uk, along with corresponding editorial summarizing insights from the evening.

Key contributors also included Events Manager **Amie Lane**, Senior Online Director **Joanne Sperryn**, CIO Managing Editor **Rhys Lewis**, Media Services Manager **Emma Thornton**, freelance videographer **Anand Madabushi**, Publishing Director **Marcus Wilkinson** and Senior Account Manager **Matt Bennett**.

Contact Edward Qualtrough. ■



*Senior Online Director **Joanne Sperryn** designed the banner with the winners' images, the magazine's CIO 100 section and the CIO100 website home page.*

*CIO Online Editor **Edward Qualtrough** (right) interviews the top-ranked CIO on the list, James Thomas of University College London Hospitals.*

*Events Manager **Amie Lane** pulled together the various threads of the gala to create a successful evening.*

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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International Data Group (IDG) is the world's leading technology media, events and research company. Founded in 1964 and based in Boston, Mass., IDG products and services reach an audience of more than 280 million technology buyers in 97 countries.

IDG Communications' global media brands include ChannelWorld®, CIO®, CSO®, Computerworld®, GamePro®, InfoWorld®, Macworld®, Network World®, PCWorld® and TechWorld®. IDG's media network features 460 websites, 200 mobile sites and apps and 200 print titles spanning business technology, consumer technology, digital entertainment, and video games worldwide. The IDG TechNetwork represents more than 500 independent websites in an ad network and exchange complementary to IDG's media brands.

IDG produces more than 700 globally branded technology and entertainment conferences and events in 55 countries.

IDC has more than 1,000 analysts who provide expertise on technology and industry opportunities and trends in more than 110 countries.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

27 MAY 2013 | VOLUME 43, NUMBER 21 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

Content-rich community site helps HP connect with EMEA customers

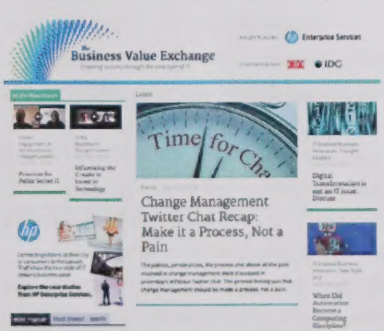
Thanks to a pan-IDG effort, HP's Enterprise Services Division in Europe, the Middle East and Africa has a new global community site that enables HP staff to stay close to the company's customers, build on the discussions that arise from its face-to-face events and gather ideas for future conferences.

The Business Value Exchange (BVE) launched May 1. IDG Global Solutions EMEA led the sales initiative supported by the IGS Program Strategy team in the U.S. IDG U.K. manages content production, and IGS U.S. and IGS EMEA collaborate on project management. The site is branded "Brought to you by HP Enterprise Services in partnership with CIO and IDG."

Rueb

"This is a landmark deal for IDG and harkens to the new and unique level of technology marketing services that clients like HP are seeking in order to stand out from their competition," said IGS VP/Worldwide Strategic Marketing Services **Jeremy Rueb**, who designed the program. "This is the first big social media win we've landed for HP outside the U.S. And it's significant because it's not tied to a particular market or to our core media business."

BVE is a "Power Blog," a topically focused, socially driven thought leadership marketing solution that is one of the newest community concepts in IGS' IDG Amplify portfolio. The cornerstone of the platform is a multi-authored text and video blog featuring different perspectives from analysts, C-level executives, market experts, customers, and the vendor sponsor that address a specific theme.



The Business Value Exchange

Enterprise Services

IDG

Influencing the C-suite to Invest in Technology

Explore the case studies from HP Enterprise Services.

Change Management Twitter Chat Recap: Make it a Process, Not a Pain

Digital Transformation is not an IT issue. Discuss

When Did Automation Become a Computing Discipline?

Now an English-language, pan-EMEA site, country-specifc and local-language content could be added pending HP's review later this year.

continued on page 2

Also inside

One on one: Michael Kan, Beijing correspondent, IDG News Service

CIO event uses gamification to boost peer interaction

Promotions, new employees, transfers, etc.

Partner profile: ICT Media keeps IDG brands on top in Bulgarian market.

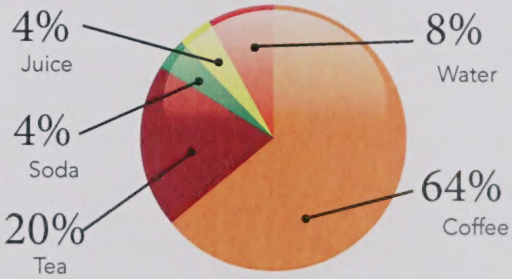
SEE MORE ON PAGE 5

Unsung hero: IDG Consumer & SMB Operations Lead Salvadore Guillen is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

What's your preferred morning wake-up beverage?



Log on to www.idgcentral.com to vote on this week's question:

Which country is not one of the six emerging ICT markets predicted to rival that of the U.S. by 2017, according to IDC?

CLICK HERE

continued from page 1

HP community site

For HP, the theme is how IT enables business initiatives such as employee empowerment, customer experience, citizen engagement, business innovation and mergers and acquisitions.

BVE Community Manager Helen Becker, a writer and subject matter expert recruited by IDG U.K., is the primary editorial contributor; HP provides content as well. IDG U.K. Program Delivery Managers **Ralph Allen** and **Joao Felizardo**, under the direction of IDG U.K. Chief Content Officer **Paul Trotter**, who serves as editorial director, assist with other aspects of managing the site, including contacting and recruiting thought leaders to contribute through blogs and video interviews with Becker. They also identify external bloggers who can write about topics on their own sites that are relevant to BVE's theme and link those posts to BVE. IDG U.K. also assists with building visibility for BVE on Twitter (@HPBVEx), LinkedIn, Google+ and Facebook.

BVE also hosts additional social activities to drive regular engagement, such as one-hour Twitter chats on topics the BVE community finds relevant, such as change management. A weekly newsletter keeps visitors informed about new content, discussions and upcoming events.

*IGS EMEA VP **Neil Michael** (left) and IGS Senior Director/Strategic Clients **Richard Beagley** led the sales effort.*

JOE ALTRIA

"Business Value Exchange generates discussions around desired business outcomes, allowing HP to contribute as a valued member of the community and a trusted business advisor," said IGS Senior Director/Strategic Clients **Richard Beagley**, who led the sales effort along with IGS EMEA VP **Neil Michael**.

One of HP's goals for the program was to help it change the perception of the marketplace, Beagley said. "When people think of HP they tend to think about printers or data centers, not enterprise services, but that is actually a huge division for them. They want to use social media to educate their audience around enterprise messaging."

Anyone can visit the site, but visitors need to sign in if they want to comment or otherwise engage with the platform. "HP wanted a way of identifying those people, but we aren't reporting on them as leads to pass on to their sales team," he said. "HP simply wants to see who is participating and influence them through highly engaging, thought-provoking content on the site."

Currently the BVE is an English-language, pan-EMEA program, which, if successful after the initial six-month phase, will be extended into 12 countries with local-language content for each market.

*IDG U.K. Chief Content Officer **Paul Trotter** (center) and Program Delivery Managers **Ralph Allen** (left) and **Joao Felizardo** are overseeing the editorial content and elements of the social media outreach for the Business Value Exchange.*

"HP is delighted with the progress so far," Michael said. "We have tons of really good content, and the initial numbers are encouraging, with more than 700 visits a day, and it's building nicely. Everything's starting to gel."

Write to Neil Michael. ■

Identifying, connecting directly with clients at the regional level gets results

IDG Global Solutions' sale of the Business Value Exchange to HP originated with one of Senior Director/Strategic Clients **Richard Beagley**'s visits to HP's Zurich office. One of his new contacts in the Enterprise Services group had been doing lead-generation work with Tech Target but was looking to explore other options. Beagley set up a meeting to present a holistic view of IDG and an overview of marketing services options.

"Our experience in social media really sparked their interest," Beagley said. "HP was already working with us on face-to-face events, and they wanted to figure out how they could build an 'always on' connection with the C-suite executives from those events. That's how we started to build out the Power Blog program."

A multi-phase process ensued involving IGS EMEA VP **Neil Michael**, the strategy team led by VP/Worldwide Strategic Marketing Services **Jeremy Rueb** and presentations to the HP Zurich team and ultimately HP's London agency.

"It's good to see our continuing efforts to deal with clients directly is unearthing contacts at a regional level," Michael said. "As IGS is moving more into marketing services and as our business transitions into custom programs, social media is becoming more key as we work with those clients directly."

So far in FY13, 34 separate IDG business units have benefited from the marketing services-based custom programs IGS has sold in its effort to drive innovation and revenue for IDG.

OneonOne

Michael Kan

IDG News Service

The Beijing correspondent for the IDG News Service is this week's columnist. Reach him at michael_kan@idg.com.

> "I remember being blown away by the sheer size of the Foxconn factory in Zhengzhou and how it employed over 120,000 workers. Giant apartment complexes were going up, and you could see huge lines of people heading off to work in the morning."

Q How long have you been reporting from China, and why were you interested in doing so?

A I've been reporting from China with IDG for close to three years now. I'm not exactly sure why, but since college I had this notion that I should go to China and be a foreign correspondent. I am Chinese by descent and am fluent in Mandarin but grew up in the U.S., so perhaps I felt this pressure to be more "Chinese." At the same time, I was a history and Asian studies major in college and was hoping to see the world and have adventure. I had been to China before in 2004 and 1998 as part of study-abroad program and a family trip, but the country was still very much a mystery to me. So when I first arrived in China in 2008, I started working as English teacher but was also looking for work part-time as a freelance writer. Interestingly, I ended up writing quite a bit about Chinese archaeology for an online publication in the U.K. before coming to the IDG News Service.

Q Are there significant differences between doing business/tech reporting in China vs. the U.S.?

A Things tend to be more closed off in China, and the country's media culture isn't quite as a mature compared to the U.S. Phone numbers for companies and government agencies can be hard to find, and often times their PR departments aren't listed or they're simply non-existent. People here will sometimes also shy away from interviews and don't wish to give out their full names. When I'm on the streets and wanting to talk to everyday people sometimes no one wishes to be interviewed, and it's likely because they think I'm trying to sell something. Occasionally, you'll also run into people speaking in different Chinese dialects, which can be challenging to understand. But you'll also meet people eager to speak with the media, whether they be social networking users, fans of Apple products or college students welcoming the chance to be interviewed.

Q Have you noticed any changes in how easy/difficult it is to do business/tech reporting in the time you have been in Beijing?

A It's definitely gotten easier after working with IDG News Service for three years. When I first started I was always trying to reach out to vendors and get their contact info. But now it's the opposite, with both Chinese and foreign companies reaching out to me and wanting press. China was always an important market, but interest in the country is escalating, and domestic companies here also have aspirations of going international. Interviews with execs can still be hard to secure, but you can tell that certain major Chinese companies are becoming more media-friendly and want their voices heard.

Q You've done some reporting from the Foxconn and Samsung plants. Can you talk a bit about what that experience was like?

A This really just involved me visiting some of these factories on my own, to see them for myself and to talk to workers to understand their lives. I've been lucky that labor protection experts have been able to put me in touch with workers open to interviews. But at other times, I've just resorted to standing outside the factory entrances, hoping to bump into workers willing to talk. Sometimes my visits were just due to timing. Last year, there was a major riot at the Foxconn factory in Taiyuan, so I immediately bought a plane ticket to go visit.

Another time, I just happened to be in Shanghai when a labor group released a report accusing an iPad factory nearby of poor working conditions. Visiting these places can be an absorbing experience. I remember being blown away by the sheer size of the Foxconn factory in Zhengzhou and how it employed over 120,000 workers. Giant apartment complexes were going up, and you could see huge lines of people heading off to work in the morning. You also hear some compelling stories from the workers themselves. I remember meeting iPad assembly workers who had suffered severe burns from a factory explosion and learning how that one incident had almost ruined their lives.

In general, work at these tech factories is tough, and you can't help but wish Chinese workers had more educational opportunities. But factory jobs can be easy obtain, and at times the money can be good, especially for workers with limited skills.

Q Have you ever found yourself at odds with the Chinese government over your reporting?

A Luckily, I've never had problems with the Chinese government interfering with my work, nor have I felt any pressure to self-censor. Much of my work focuses on giving exposure to local

continued on page 7

CIO's got game

Attendees at annual Leadership Event enthusiastically embrace peer competition

The CIO Executive Council (CEC) held its largest annual gathering — the CIO Leadership Event — this month in Boca Raton, Fla., attracting 110 Council members and other senior IT leaders to the two-day conference. Taking the conference theme, "Changing the Game for Business Success," to heart, organizers introduced what turned out to be a hugely popular gamification element that had conference-goers interacting in a friendly competition that generated a number of actionable ideas for them to take back to the office.

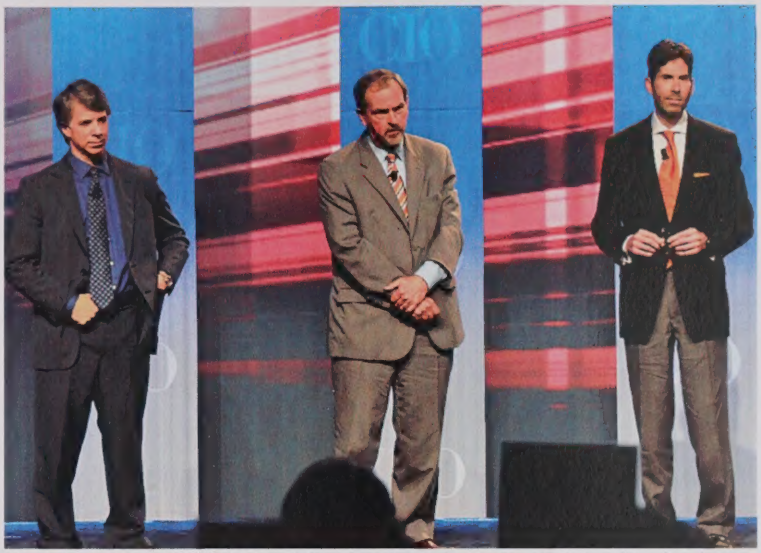
"Attendees consistently tell us they want more peer interaction at these events, and they want to go home with at least one new idea," explained **Rick Pastore**, VP, editorial & programs, CEC. "The Idea Lab concept we introduced was intended to satisfy both these goals, and to do so in a fun and meaningful way — as a friendly competition between teams vying to develop the best ideas across the two-day event."

To make the competition meaningful, the teams were each playing for a different nonprofit youth STEM (science, technology, engineering and math) organization, selected by Council members. The winning team earned a donation from the Council for their affiliated nonprofit.

Attendees were randomly assigned to one of four teams and received a team ribbon for their conference badges. The teams had their own sections of the ballroom, and attendees were asked to stay in their team section but were encouraged to change tables within the section to meet and brainstorm with different people. Pastore explained. "I had the job of hosting the six rounds [one following each speaker] as 'gamesmaster.' It turned out to be the most fun I've ever had on a conference stage," said Pastore, who developed the rules and format for the Idea Lab, and who, along with **Maryfran Johnson**, editor-in-chief, CIO magazine and events, worked with the event speakers to develop the questions that they would challenge the teams with, which were based on their presentation topics.

"The speakers loved engaging with the audience in this way and were willing to shorten their presentations to 30 minutes in order to allow 30 minutes for the Idea Lab portion of their sessions," Pastore said.

The conference opened with a keynote from gamification expert Gabe Zichermann, which piqued attendees' interest in the potential role of game competitions in their businesses and warmed them up for the Idea Lab. Zichermann and Pastore kicked off the first Idea Lab round with a challenge to the teams: How could you use gamification to make IT jobs at your organization more appealing to the millennial generation?


*Idea Lab "gamesmaster" **Rick Pastore** (left) and speakers Robert Laskowski, CEO, and Randy Gaboriault, CIO, of Christiana Care listen intently to a team idea presenter in Idea Lab Round 6 at the CIO Leadership Event.*

The teams brainstormed, deliberated and nominated ideas to present to the speaker. Zichermann selected what he felt was the best of the ideas and explained why. The team that generated that idea won the round. Teams also earned points for the runner-up idea.

"We did this following five more presentations, including the three CEO keynotes from Allstate, Deloitte Financial Advisory Services and Christiana Care," Pastore said. "The team lead changed a few times, with participants cheering and becoming very competitive. I introduced wild cards to keep it fresh, including a chance to steal points from a winner by challenging the speaker's favorite idea."

> "I had the job of hosting the six rounds [one following each speaker] as 'gamesmaster.' It turned out to be the most fun I've ever had on a conference stage."
>
> Rick Pastore

In all, more than 300 ideas were generated, which event staff collected on index cards and wrote up in

continued on page 6

Partner profile

ICT Media keeps IDG brands on top in Bulgarian market

Company name: ICT Media

Location: Sofia, Bulgaria

Brands published under license to IDG:
Print: Computerworld Bulgaria, CIO Bulgaria, Network World Bulgaria
Digital: PC World/Bulgaria
Online: idg.bg, the country's largest IT portal; computerworld.bg; cio.bg; pcworld.bg; networkworld.bg

Events produced under license to IDG:
Financial IT Forum, ICT for Energy and the Utilities, e-Government conference, e-Health conference, e-Education conference, Telecom and Media conference, Business Management Systems conference, Information Security and Storage conference, Cloud and Virtualization conference

Number of employees: 27

Primary IDG contact: Managing Director Nely Yolovska

Front row (l-r): ***Marian Slavov****, IDG Bulgaria content manager;* ***Ira Todorova****, graphic designer;* ***Elena Dimkina****, online sales executive;* ***Nely Yolovska****, managing director,* ***Valentina Todorova****, chief accountant; and* ***Cvetan Hinkin****, sales executive, CIO and Events. Second row:* ***Ivailo Tahirski****, web designer;* ***Petia Lukasheva****, sales executive, Computerworld and Network World;* ***Vladimir Vladkov****, publisher, Computerworld and Network World;* ***Jordanka Slavcheva****, key account manager;* ***Bistra Neicheva****, project manager;* ***Teodora Ilieva****, online editor; and* ***Diana Gesheva****, office assistant. Third row:* ***Tihomir Ivanov****, editor, Computerworld;* ***Anton Arsenov****, editor-in-chief, PC World;* ***Petia Kamenova****, events marketing manager;* ***Nadia Krusteva****; editor-in-chief, CIO;* ***Denislav Slavchev****, editor, PC World; and* ***Stafan Stanchev****, editor, Computerworld.*

IDG has had a presence in the Bulgarian market for more than 20 years. In January 1991, IDG launched a joint venture with Technica Publishing that was managed by **Tatiana Hinova** (now IDC CEMA associate VP). In 1996, the joint venture was made a subsidiary of IDG and renamed IDG Bulgaria. Hinova left the company in 2003 to work for IDC, and Bisser Boev succeeded her. In 2006 Economedia, Bulgaria's biggest B2B publishing house, acquired IDG Bulgaria, renamed the company ICT Media, and signed a licensing partnership with IDG.

Competitive landscape: "The Bulgarian market is a competitive one," said ICT Media Managing Director **Nely Yolovska**. "On the print side there used to be four newspapers specializing in IT, but two of them closed two years ago." There are more than six titles in the IT consumer market. After careful consideration, in the summer of 2011 ICT Media decided to stop the print version of PC World Bulgaria, due to high print costs, and publish it as a digital magazine. "This was a very risky step," Yolovska said, "because we kept the paid-subscription fees, and Bulgarians are not keen to pay for digital products. But it was a way to keep the magazine and cut costs." Yolovska said that ICT Media was unsure how customers would react, but successful promotional campaigns resulted in no loss of subscribers, although some "traditional advertisers were lost because they prefer advertising in print," she said. For newsstand buyers ICT bundled the remaining print run of 2011 and sold it in the first half of 2012 at an attractive price with a special subscription offer for the digital edition. "PC World Bulgaria focuses on features, how-to articles and tests, the kind of information that is usually is not outdated in six months," Yolovska said. ICT Media has also made some strategic partnerships to expand its readership, such as one with Teacher.bg, an online platform for Bulgarian teachers with more than 70,000 subscribers.

> In the summer of 2011 ICT Media decided to stop the print version of PC World Bulgaria and publish it as a digital magazine. "This was a very risky step, because we kept the paid-subscription fees." But successful promotional campaigns resulted in no loss of subscribers.
>
> *Nely Yolovska*

continued on page 6

continued from page 5

ICT Media

"As for events, we were the first in the market, so we know our audience of CIOs and IT professionals and their needs and expectations well," Yolovska said. "Our big advantage is that six years ago we launched a CIO Club. It is a non-profit organization of IT managers, and ICT Media is the only media member company. We are the administrative arm of the club, and I am a member of the Management Board." The CIO Club's mission is to increase IT's effectiveness at Bulgarian companies and institutions, promote local IT managers through awards programs and provide an opportunity for its members to meet, network and exchange best practices. Membership costs 50 euros (US$65) per year. "This is a great opportunity for us to be close to the owners of IT budgets and know what is important for them," Yolovska said. "This is a big advantage for our events and publications. We know we have the hottest agendas and editorial content."

Biggest competitive challenges: ICT Media's competitors have very aggressive pricing, Yolovska said, which is a challenge in a price-sensitive market like Bulgaria's. "We stand by our prices because of the quality of our products, our professional staff and the audiences we can guarantee. Bulgaria is a small market, and there are fewer IT decision makers than in the U.S. or Germany, so everybody fights for their attention. Unlike our competitors who claim that they are close to those executives, we really have achieved that through our close relationship with the CIO Club." Yolovska added that ICT Media is "almost the only player in the market" with a full portfolio of print, online and event products. Most of the staff has been with the company for 10 years or more — "especially in the sales department, where it is an advantage to know your clients over the years. We also have young online-oriented employees who know about new technologies, social networks and mobile solutions. This combination is unique in the market."

On the transition to digital: In the past few years the Bulgarian market has become more online-oriented, Yolovska noted, and ICT Media began preparing for it early. The portal site idg.bg was launched in 1997, and the company now has five websites with mobile versions, four technical and two business newsletters and now organizes 16 wholly or partially sponsored topical IT webinars per year that are free for users. "It took us two years to educate our market about the webinars," Yolovska said. "Now they are a great contributor to our online revenue, and all participants appreciate how they save time and effort."

> ICT Media is "almost the only player in the market" with a full portfolio of print, online and event products. Most of the staff has been with the company for 10 years or more. We also have young online-oriented employees.This combination is unique in the market."
>
> *Nely Yolovska*

Benefit of partnering with IDG: "The relationship with IDG is very important for us," Yolovska said. "The IDG brands are well known in the ICT community, which is an advantage for us when we negotiate with international customers compared to our local competitors. Being a part of IDG gives us the opportunity to be in touch with the vast knowledge of colleagues from all over the world and be able to use best practices from different countries. We regularly read IDG World Update and IDG Central. We used to participate in Global Product Line Meetings and corporate training programs. Unfortunately, in the past few years we couldn't afford that. That's why World Update is very important for us — it keeps us informed about all the initiatives and best practices in IDG family. We greatly appreciate that." ■

noteworthypeople

New employees

Soyluoglu

Cenk Soyluoglu joins **IDC MEA and Turkey** as business development manager. He was previously Enterprise Product and Services business unit manager with Arena Bilgisayar. A graduate of Istanbul University, he holds a B.S. in electronic engineering. He enjoys spending his free time with his children and reading science fiction. csoyluoglu@idc.com

JOE MOLA
Alpert

New at **IDG Enterprise** is Reporting Specialist **Dave Alpert**; he was previously a marketing specialist with The Rezolve Group and holds a B.A. in business management and marketing from Westfield (Mass.) State University. Away from the office he enjoys hiking, travel and following Boston sports teams. dalpert@idgenterprise.com

Koh

IDC Singapore has hired **Damien Koh** as an account executive. Previously a program manager with Infocomm Development Authority, he has also worked as a consultant for Consulcad in Melbourne, Australia. He holds a B.S. in business systems from Melbourne's Monash University and enjoys cycling and golf. dkoh@idc.com

Turner

IDC California has hired **Nina Turner** as research manager with its Semiconductor Applications Forecaster team. She comes from Apple, Inc., where she was a senior financial risk analyst. She holds a B.S. in material science and engineering from the Massachusetts Institute of Technology, an M.S. in the same subjects from Stanford University and an MBA from the University of Pennsylvania's Wharton School. Away from the office she enjoys heirloom vegetable gardening, cooking and martial arts. nturner@idc.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Walter Kainz *IDG Germany*

26
Susanne Kratoschka *IDG Germany*

25
Ann Andrisani *IT World Canada*

23
Mandy Wong *IDG*
Philippe de Marcillac *IDC*

18
Caryn Bousquet *IDC*

17
Ann Hall *IDG Australia*
Julie Ross *IDC Canada*

16
Toby Hurlstone *IDG Controller's Office*
Gabriele Dineiger *IDG Germany*

15
Joyce Chutchian *IDG Enterprise*

14
Shunsuke Murahashi *IDC Japan*
Karen Funk *IDG Germany*
Verena Ottmann *IDG Germany*
Simone Bos *IDG Netherlands*
Niels Veileborg *IDG Denmark*
Danielle Cyr *CXO Media*

13
Panagiotis Kolokythas *IDG Germany*

12
Horst Ellermann *IDG Germany*
Tony Leung *IDG Consumer & SMB*

11
Sascha Zäch *IDG Switzerland*
Jan Larsen *IDC Nordic*

10
Björn Olsberg *IDG Sweden*
Ruthbea Clarke *IDC*
Maureen Magee *IDC*

9
Daniel Matschijewsky *IDG Germany*
Fabian Siegismund *IDG Germany*
Melissa Chau *IDC Singapore*

8
Elzbieta Kurtyka *IDG Poland*
Karen van Velzen *IDG Netherlands*

7
Victor Chong *IDG U.K.*
Leon Xiao *IDC China*

6
Lyn McNicol *IDG U.K.*
Rene Schmöl *IDG Germany*
Desere Cowin *IT World Canada*
Elizabeth Enriquez *IDC Mexico*
Maibritt Møller *IDG Denmark*
Jennifer Finn *CXO Media*
Eliza Chue *IDG Global Solutions*
Ella Zhang *IDC China*

5
Barbara Mooser *IDG Switzerland*
Rogier Warnink *IDG Netherlands*
Marc DeCastro *IDC*
Francisco Jeronimo *IDC U.K.*

4
Jutta Eckebrecht *IDG Germany*

3
Kat Neal *IDG U.K.*
Tho Cao *MRD Vietnam*
Steven Dijkerman *IDG Netherlands*
Joris Peterse *IDG Netherlands*
Rajnathan Mudaliar *IDC Australia*
Emma Fajardo IDC Philippines

2
Benjamin Attwell *IDG Germany*
Burhan Dzeladini *IDG Germany*
Tommy Petersen *IDG Denmark*
Allan Thestrup *IDG Denmark*
Henrik Rasch *IDG Denmark*
Kirstine Kloster *IDG Denmark*
Karim Pedersen *IDG Denmark*
Kasper Jensen *IDG Denmark*
Lissa Piscopo *IDG Enterprise*
Lauren Wakefield *IDG Consumer & SMB*
Min-Cheol Kim *IDC Korea*

1
Julia Gleissner *IDG Germany*
Christiane Stagge *IDG Germany*
Janmaijai Dhyani *IDC India*
Jay Long *IDG World Expo*
Davis Kurenski *IDC*
Bo Liu *IDC*
Frank Cai *IDC China*
Akanksha Padha *IDC India*

All business units and licensees are invited to send employee anniversary information to world_update@idg.com.

continued from page 3

One on One

Chinese tech companies, and I get the feeling authorities welcome that. But the reporting conditions here are no doubt worrisome at times. From time to time, I hear stories of the government refusing to give visas to certain journalists, who were critical of authorities. At other times, journalists have been harassed for trying to cover controversial stories. Several publications, including the New York Times and the Wall Street Journal, have also been victims of alleged cyber attacks coming from China.

I will also write stories containing negatives comments about China's notorious online censorship or that cover human rights-related issues. But what I write usually comes from a technology angle and is generally more mundane compared to the stories from larger, more general news publications that will tackle those sensitive issues head on. So, at least for now, I've hadn't had much to worry about, and hopefully it will stay that way. ■

continued from page 4

CIO's got game

a report for attendees. The Council donation went to Great Minds in STEM and was matched by one of the event sponsors, Dimension Data.

Pastore said the feedback has been overwhelmingly positive. "Right after the first round, attendees came up to us and said they loved the interaction and the competition. There was team bonding — I saw team members sitting together at lunch, strategizing on how to catch the leaders. Many said they were eager for the collected ideas write-up. One CIO said she was going to introduce the Idea Lab format to her own IT organization's offsite later this month."

Among the only criticism? A few CIOs suggested more time for both the speakers and the idea brainstorming.

More information on the CIO Leadership Event is available here or write to Rick Pastore. ■

Gamification speaker Gabe Zichermann, who kicked off the Idea Lab rounds with his opening keynote.

unsunghero

Salvador Guillen

Operations Lead

IDG Consumer & SMB

IDG Consumer and SMB Director, Facilities and Operations ***Todd Simms*** *named Operations Lead* ***Salvador Guillen*** *his group's Unsung Hero. "Salvador is the consummate team player who leads by example. He is quick to offer help to the employees we support and to the rest of his Central Services team. Sal often suggests ways that our group can be more efficient, and he always exhibits a calm demeanor, even as he was moving nearly 90 phones during a large move."*

Home
Daly City, Calif.

Tenure
I joined IDG in 2004.

Current title
Operations lead. I started off as an office services coordinator but received the title of operations specialist when I added telecommunications responsibilities to my now current title of operations lead.

Primary job responsibilities
I maintain all office and kitchen supplies, work in the mailroom, handle our phone system needs and code various phone bills.

Three things I do in a day's work

- Log in, deliver and process various mail and packages that are both incoming and outgoing.
- Check all kitchens and office supply cabinets to make sure they are fully stocked.
- Perform any phone-system-related moves, adds or changes.

What I love most about my job
The people here at IDG, definitely. Working with such great people is definitely an awesome privilege.

A hot-button issue that I'm dealing with
Working with a new vendor to install a new phone system. We hope to have it installed in the fall if all goes according to plan.

Latest accomplishment
Moved almost 90 phone lines and phones during our major remodel in one day. I had done phone moves before on a smaller scale, but this took a lot of planning to accomplish without a hiccup.

IDG WORLD UPDATE

Operations Lead ***Salvador Guillen*** *joined IDG Consumer and SMB in 20074*

Career highlight
When my colleagues threw me a surprise party in honor of my wedding two years ago. This was definitely an overwhelming feeling that showed me that they really appreciate me. I was left speechless with surprise.

What I'm doing to be a better employee
Last year I earned an associates degree in network engineering, and I'm currently taking a structured wiring class to fill in some gaps in my telecom knowledge.

Interests outside the office
I've started playing the guitar and bass. I also enjoy outdoor activities like biking and, most recently, kayaking.

What others can't tell just by looking at me
I never learned how to swim. I recently started taking classes but still need more time to get comfortable.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to [IDG World Update.](mailto:world_update@idg.com)

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Carol Venezia *IGS U.S.*
Nely Yolovska *ICT Media*

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

20 MAY 2013 | VOLUME 43, NUMBER 20 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4* | ANNIVERSARIES - *page 6* | UNSUNG HERO - *page 7*

IDG Australia serves up peer insights at dinner event

More than 100 C-level executives turned out for an IBM-sponsored dinner and panel discussion featuring fellow CIOs debating issues surrounding cloud computing and mobility applications.

SEE MORE ON PAGE 4

Top News

IDG Sweden targets executives with free program

Computerworld, CIO make BtoB's Media Power 50

Bob Carrigan to speak at Internet Week

One on One: IDGE's Anne McCrory talks events

Finnish colleagues show off new building

IDGNS Senior Correspondent Martyn Williams created this interactive map depicting cellphone thefts in San Francisco over a six-month period.

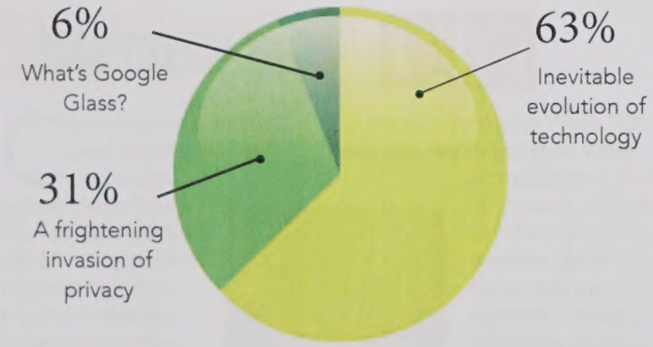
SEE MORE ON PAGE 6

Unsung Hero: IDC Asia/Pacific International Publishing Manager Christelke Agapito is this week's nominee.

SEE MORE ON PAGE 7

Question of the week results

What do you think of Google Glass?



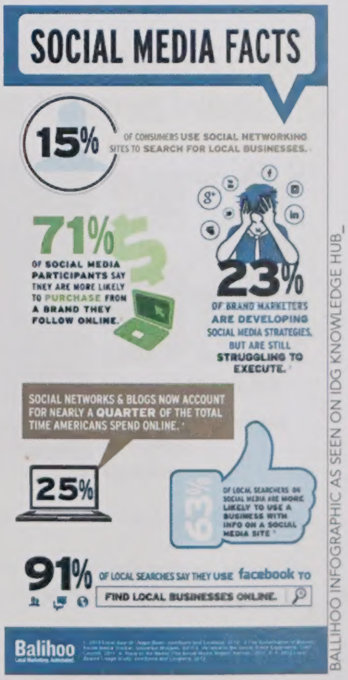
Log on to www.idgcentral.com to vote on this week's question:

What's your preferred morning wake-up beverage?

CLICK HERE

Tell us what you really think!

The editors of IDG World Update are conducting a readership survey to assist in our ongoing efforts to ensure that both the newsletter and IDG Central continue to meet the information needs of as broad a group of employees as possible. Your participation is greatly appreciated. If you have misplaced the link to the survey emailed to each employee last week, click here. The survey should take less than 10 minutes to complete. When you've finished, you may enter your name into a drawing for a chance to win one of five $50 American Express Gift Cheques. Thank you!


SOCIAL MEDIA FACTS
15% OF CONSUMERS USE SOCIAL NETWORKING SITES TO SEARCH FOR LOCAL BUSINESSES.
71% OF SOCIAL MEDIA PARTICIPANTS SAY THEY ARE MORE LIKELY TO PURCHASE FROM A BRAND THEY FOLLOW ONLINE.
23% OF BRAND MARKETERS ARE DEVELOPING SOCIAL MEDIA STRATEGIES, BUT ARE STILL STRUGGLING TO EXECUTE.
SOCIAL NETWORKS & BLOGS NOW ACCOUNT FOR NEARLY A QUARTER OF THE TOTAL TIME AMERICANS SPEND ONLINE.
25%
63% OF LOCAL SEARCHERS ON SOCIAL MEDIA ARE MORE LIKELY TO USE A BUSINESS WITH INFO ON A SOCIAL MEDIA SITE
91% OF LOCAL SEARCHES SAY THEY USE facebook TO FIND LOCAL BUSINESSES ONLINE.
Balihoo

BALLIHOO INFOGRAPHIC AS SEEN ON IDG KNOWLEDGE HUB_

IDG Sweden courts senior agency, vendor executives with free program

As a way to get closer to its best customers and agencies, IDG Sweden has hosted many free, themed informational meetings over the years at its Stockholm office on topics such as mobile advertising, omnichannel communications and the influence of advertising. Each draws 70 to 200 participants, mainly marketing managers, and while the program has been successful, one audience has been under-represented: senior executives from vendors and agencies. To attract them, IDG Sweden introduced a new program for CEOs and marketing executives, IDG Executive Meeting, on April 25.

Web Strategist Beata Wickbom, who is often a featured speaker at IDG Sweden's Webbdagarna ("Web Days") conference, gave the kickoff presentation at the new IDG Executive Meeting.

The editors-in-chief of six media brands sent personal invitations to targeted executives for a presentation of general interest followed by a roundtable discussion specific to their niche. "With the focus on high-level managers, we created a different kind of event format we think suits them better," said Director of Marketing **Martin Fältström**, who organized the program along with Event Manager **Ulrika Ullman** and Sales Director **Sven-Erik Remmare**.

***Jörgen Lindqvist**, editor-in-chief, Computer Sweden, (center, in front of screen) leads the roundtable on IT strategies.*

Forty executives attended, and the afternoon began with noted industry speaker Beata Wickbom on web strategy, leadership and the need for companies to become more digital. IDG Sweden staff then led six concurrent roundtables: **Jörgen Lindqvist**, editor-in-chief, Computer Sweden (IT Strategies), **Håkan Ogelid**, editor, Computer Sweden (Security), **Ingrid Heath**, editor-in-chief, Life Science Sweden (Life Science), **Dennis Lodin**, editor-in-chief, CFOworld (Finance), **Magnus Höij**, editor-in-chief, Internetworld Sweden (Digital Business) and **Daniel Sjöholm**, editor-in-chief, M3 and **Christofer Björkvall**, head of Strategic Marketing Services, (B2C Content Marketing). Höij also moderated the program.

A buffet dinner followed, with guests mingling with editors, journalists, business managers and sales representatives.

IDG Sweden will hold the next Executive Meeting in conjunction with its gala annual customer party on Oct. 10, with a theme to be determined a few months prior to ensure relevance.

Write to Martin Faltstrom. ■

Computerworld, CIO included on BtoB's annual Media Power 50

COMPUTERWORLD CIO

Computerworld and CIO were included in BtoB magazine's annual Media Power 50. The list ranks the top 50 business-to-business advertising and marketing outlets connecting marketers with their audiences. Both Computerworld and CIO were included in the technology category. Also appearing in that category are CRN, EETimes, Federal Computer Week, Information Week, ZDNet and Techtarget.com. While acknowledging that 2012 was a difficult year for the media business, BtoB noted that the successful media properties listed in its Media Power 50 had used targeted, engaging content to build audiences and attract advertisers.

MEDIA POWER 50

Read the full report here. ■

Watch live: IDG Communications CEO Bob Carrigan speaks at Internet Week

IDG Communications CEO **Bob Carrigan** will take part in a panel discussion called "Mobile First Publishing: Is This the Future?" during this week's Internet Week in New York City.

*IDG Communications CEO **Bob Carrigan***

INTERNET
WEEK
NEW YORK
MAY 20-27, 2013

Internet Week NY

Internet Week New York: May 20 - 27, 2013.

The 30-minute discussion will take place at 3:15 p.m. EST on May 23 and will be live streamed at https://new.livestream.com/way.

The session will be moderated by Digiday Editor Brian Morrissey and other panelists are Max Engel, VP of Product, SpinMedia and Jason Young, CEO, Crisp Media.

More information about Internet Week is available here. ■

OneonOne

Anne McCrory

IDG Enterprise

The VP, Marketing and Content Strategy, Events is this week's columnist. Reach her at amccrory@idgenterprise.com.

> "We are adding shorter sessions to some events to keep things moving; at our CSO40 Confab in April, the standard session length was 18 minutes for almost all content. We got some very positive feedback on that."

Q Can you briefly describe the mix of events that are in IDG Enterprise's portfolio?

A Our events range from large, complex conferences to private dinners for sponsors. For FY13, the portfolio has shifted again from the last few years, with even more activity in the custom business.

National events are multi-day programs with a target audience of anywhere from 250 to 1,000 people. These events are less than 25% of our portfolio in volume, but they're the largest and longest formats, and, of course, the events that people know best — such as the CIO 100 Symposium and Awards, Computerworld's Premier 100 and CITE Conference + Expo.

Regional events are one-day programs and hold 16% of the portfolio. They are among the fastest growing with 43% growth this year.

The rest of our portfolio is custom business. There are dinners, roundtables and other custom programs. These programs are usually a half day, but we also do executive tracks for sponsors at their user conferences and other types of programming, such as customer awards programs.

Q How do you see the mix of events changing over time?

A Today we are doing more one-day events and custom seminars. We don't need as much time to create them, so we can jump on new technology trends quickly with an offering. Network World's Tech Tours on BYOD/mobility management and software-defined networking are good examples of this. On the custom side, with content marketing now all the rage, sponsors are seeking deeper interaction with prospects and are increasingly opting for half-day programs rather than the shorter dinners or roundtables.

Q Has the dinner/roundtable business changed at all?

A It is not so much that they are less popular these days but that the business is moving up the chain to events that offer more content and a longer period of engagement. It's all about content marketing. For a dinner, we provide a moderator and book a nice restaurant; for a half-day custom event, we work with the client on everything from the name/theme to determining speaker content and range of speaker and session types.

We like these programs because they provide a lot of value for our attendees and show the value of our brands.

Q How has the content of IDG Enterprise events changed in the last year or so?

A We are always experimenting with new formats to create a modern event experience. We are adding shorter sessions to some events to keep things moving; at our CSO40 Confab in April, the standard session length was 18 minutes for almost all content. We got some very positive feedback on that — and were able to fit in a lot more sessions than we otherwise would have. This was modeled in part after the TED conferences, where all the talks are 17 minutes long.

We are also adding more interactivity into all of our programs, since networking and learning from peers always rate among the top reasons that people make time for live events. These can be table-based discussions on a common question, as we now do at our regional CIO Perspectives events; the team-based innovation competition at our recent CIO Leadership Event with the CIO Executive Council, developed by **Rick Pastore**, vice president, Editorial & Programs at CIO Executive Council; or town halls where the moderator walks the audience to drive conversation on an issue. We've done that successfully at events such as CITE. The Premier 100 features a "World Café," where a dozen award winners around the room discuss their project at their table (Computerworld's **Julia King** helped develop this one). We've also included more workshops on our agendas; attendees work in small groups and then share their insights with the larger audience.

Q What are Twitter chats and what role do they play in the lead-up to an event? Do they work better for certain types of events than others?

A A Twitter chat is a discussion on Twitter, marked by a specific hashtag, where a moderator leads the audience through some pre-set questions over a pre-set period of time (30 or 60 minutes). We have found they work very well when you have a hot topic and engage the right people to participate ahead of time; a hive of activity gives those who are joining something to consume when they arrive and spreads the word more widely about the chat. These have worked great for us on topics around mobility and

continued on page 6

IDG Australia's single-sponsored CIO Insights dinner event features peer sharing

PHOTOS BY IAN SHARP

An IBM representative hosted each of the tables at CIO Insights.

CIO Australia's events team recently added a new event — CIO Insights — to its Sydney calendar. A dinner/panel discussion format gave the more than 100 C-level attendees a chance to hear fellow CIOs debate the challenges of two hot industry topics as well as discuss common issues among themselves.

Barbara Simon, president and publisher of IDG Australia's Enterprise division, said, "CIO's event business has grown considerably over the last 12 months, and we are constantly looking for new ideas to take to market that not only benefit our CIOs in terms of the content and information we bring to them but also in connecting our sponsor partners with our audience in different environments."

CIO Insights was focused on two very topical areas for CIOs: cloud computing and mobility applications. A dinner networking event, Simon said, "lends itself to being a more relaxed occasion when delegates can forget about pressing issues at the office and focus on sharing ideas with like minded CIOs."

With the help of Tim Dillon, director of the analyst firm Tech Research Asia, CIO.com.au Editor **Byron Connolly** moderated two panels between dinner courses. Caltex Australia CIO Steve Fox, Dematic CIO Alan Davies, and Carsten Larsen, general manager at the Australian Communications and Media Authority, talked about the cloud computing initiatives they've deployed at their companies. Then Westfield CIO Peter Bourke and Australia Post CIO Andrew Walduck discussed their experiences creating mobile apps for their firms and Karen Scott Davie, director of Digital Sydney, provided insight into when companies should build mobile apps instead of mobile websites.

CIO.com.au Editor ***Byron Connolly*** *moderated the two panel discussions.*

"I believe the format of peer sharing via the CIO panelists is the element that engaged the audience and spurred more questions," Simon noted. "CIOs are not interested in hearing from vendors; it's the incredibly valuable peer information they're interested in."

IBM was the sole sponsor of CIO Insights. According to Simon, Account Director **Helen Hall**, who has a relationship with IBM Australia and presented them with the original concept for the event, advised them to take a thought leadership position and not appear on stage. (An IBM representative hosted each of the tables, however.)

"As I moved around talking with CIOs during the evening," Simon said, "many commented to me that they were very impressed that IBM had sponsored this event and had not turned it into a sales opportunity but instead had focused on the CIOs' needs and given them a great evening of networking and idea-sharing."

Comments on feedback forms thanked event organizers for "a different kind of opportunity" with "great insights" and a chance for "relaxed and in-depth conversation with peers about similar issues."

With a successful first event behind them, Simon said, "Our aim is to take this interstate and run this format in another major city later in the year." She noted that future CIO Insights evenings will have the same dinner and panel discussion format — "it's a winning formula" — although the discussion topics may change, "driven by the areas that are challenging CIOs at the time we bring the event to market."

> "CIOs are not interested in hearing from vendors; it's the incredibly valuable peer information they're interested in."
>
> Barbara Simon

Simon credited the success of the evening to "the efforts, professionalism, passion and hard work of our great team" made up of Hall, Connolly, Event Manager **Karen Pembleton**, CIO Executive Council General Manager **Caroline Bucknell** and Photographer **Ian Sharp**.

IDG Australia's CIO Networking event, which also has a dinner format, is scheduled for next month.

Contact Barbara Simon. ■

noteworthypeople

New employees

Evensen

PETER SHORT

IDC Framingham has hired **Richard Evensen** as VP, Consulting. Previously a senior analyst with Forrester Research, he holds a B.S. in business and marketing, as well as a certificate in international business from Nijenrode Universiteit in Breukelen, the Netherlands. Away from the office he enjoys kayaking, biking, skiing and cooking. revensen@idc.com

Williams

IDG WORLD UPDATE

Previously senior manager of sales strategy and operations with BrightRoll, **Tom Williams** joins **IDG Tech Network**'s San Francisco office as director, Business Development. He studied regional planning and economic development at the University of Arizona and enjoys skiing, reading and "any competitive sport or activity." tom_williams@idgtechnet.com

Returning employees

Rounds

Martha Rounds returns to **IDC Framingham** as an adjunct research manager with the CIO Agenda team. She began her IDC career in the 1980s as a member of the Software and Services Information program and was the first research analyst to receive IDC's James Peacock Award for research excellence; she left IDC to work as an independent writer and editor. She earned a B.A. in psychology from Wellesley College in Wellesley, Mass., and enjoys cross-country skiing, contra dancing and singing. She recently finished her first season with Boston Harmony, a music group that explores traditional a capella music. mrounds@idc.com

Please send information for the Noteworthy column to the World Update editors.

Sholkin speaks at PR Writing Boot Camp

*IDG Global Solutions' **Howard Sholkin** (l), with Steve Goldstein from conference sponsor PR News.*

Sholkin and co-presenter Dan Ronan, an Emmy award-winning TV journalist, speak with an attendee.

Howard Sholkin, director, Communications and Marketing Programs, IDG Global Solutions joined the "faculty" at last week's PR Boot Camp, attended by some 120 PR professionals. Sponsored by PR News and held at the National Press Club in Washington, D.C., the one-day conference featured a variety of PR and communications professionals who shared best practices for crafting email pitches, optimizing press releases, writing content for mobile devices and applying storytelling concepts to PR writing.

continued from page 3

One on one

consumerization of IT, where the target audience is likely to be fairly social and interested in this format as well as the insights that might surface. Conversely, we tried some chats on cloud and networking (SDN) topics that didn't gain as much traction.

> "We have found [Twitter chats] work very well when you have a hot topic and engage the right people to participate ahead of time."

Q When your team decides to create content for a new event, what's the typical process you go through?

A Event development is a collaboration between content and sales in the beginning. We need to understand how all stakeholders see the topic area as important, and where their interests intersect. We need to know what kind of audience the sponsors want (how many people, their level in the organization and organization size) to decide how high-level or technical the content needs to be. Then we work with our marketing team to see what competitive events on related topics look like, and sometimes talk to the editors of the brand to gather their thoughts on what to cover.

We might form an advisory board or call some of the IT executive speakers we know well to get their take on what questions the content needs to answer, given the pain points or newness of a particular area. Then we start sketching out some sample agendas, working the right session formats with the appropriate kinds of topics, from keynotes or panels to workshops and roundtables. We get down to the level of sample session titles and abstracts, so we can then go out for feedback on the program at a detailed level.

While many programs offer a mix of guidance from analysts and peer practitioners, at some events you might only offer one of those and then use that to your advantage as a differentiator in the market. We look at the social aspects of the program, the networking opportunities and the percentages of coverage on topics, vendors vs. third party, etc. And we always try to present something new and innovative each time we design a new program. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Michael Deutsch *IDC*

23
Adele Lee *IDC*

19
Jim Sullivan *IDG Int'l Publishing Services*

17
Jim Westcott *IDC Canada*

16
Avneeesh Saxena *IDC Hong Kong*

15
Robert O'Donnell *IDC*

14
Jonathan Guloyan *IDC*
Denise Watzema *IDG Netherlands*

13
Thomas Heim *IDC*
Bill Rigby *IDG*
Carla Arend *IDC Nordic*

12
Leigh Mills *IDG Corporate Services Group*
Terese Patterson *IDG Corporate Services Group*

11
Rosa Penalva *IDC Canada*

10
Shantini Singh *IT World Canada*

9
Xiao-Fei Zhang *IDC*

8
Joyes Lim *IDC Singapore*

7
Maureen Fleming *IDC*
Larry Fauscette *IDC*

6
Ramesh Babu *IDC Singapore*
Jorge Umana *IT World Canada*
Marcos Massao luato *Now! Digital Business*

5
Christina Richmond *IDC*
Yun Hwa Choi *IDC Korea*
Vijay Sundararaman *IDC Singapore*

4
Cheryl Looi *IDC Malaysia*
Vikram Hegde *IDC Center for Consultancy & Research*

3
Tammy Yu *IDG Global Solutions*
Jennifer Mariani *IDG*
Jennifer Ren *IDC China*
Anupa Shetty *IDC Center for Consultancy & Research*
Alon Rejano *IDC Philippines*

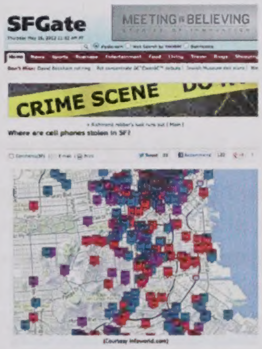
2
Chris Pinczel *IDC Canada*
Peter Agoston *IDG Sweden*
Balesh Rudragol *IDC Center for Consultancy & Research*
Mayuri Bezbarooah *IDC Center for Consultancy & Research*

1
Swati Tol *IDC*
Tom Schmidt *IDG*
Tissiane Vicentin *Now! Digital Business*
Michael Newton *IDG U.K.*
Maria Bobola-Mroziewska *IDG Poland*

Cellphone crime map gains visibility inside, outside IDG

An IDG News Service story on cellphone theft is stealing its way into the local press. With cellphone thefts on the rise throughout the U.S., IDG News Service Senior Correspondent **Martyn Williams** decided to take a closer look at where these crimes were being committed in San Francisco where he is based. Williams spent six months collecting the daily crime reports of the San Francisco Police Department, tallying a total of 1,600 crimes of all types for the period.

Aftter posting an ad on a programming help-wanted board, Williams hired a programmer in Eastern Europe for $25 to winnow shootings, cases of arson and other crimes from the Police Department's records. Williams found there had been 600 cellphone and tablet thefts in the city from November 2012 through April 2013. Massaging the data and mapping it took another three weeks and resulted in an interactive city map depicting the location and pertinent details of each technology-related crime.



Where are cell phones stolen in SF?

(Courtesy infoworld.com)

The San Francisco Chronicle's site ran the story on May 16.

The news package included a story, the map and several videos by IDGNS Multimedia Correspondent **Kerry Davis**, including two video interviews with theft victims, one with the San Francisco District Attorney and one with a San Francisco police officer offering tips on how to be safer on the streets. The package was posted on the IDG News Service on Friday, May 10th, where InfoWorld.com picked it up. Williams tweeted a link to the InfoWorld post, a tweet that was picked up by local news blog SFist.com and then the San Francisco Chronicle's SFGate.com, which posted its version of the story on its home page on May 16 with a link to the InfoWorld story.

Contact Martyn Williams. ■

Finnish partner relocates to high-tech section of Helsinki

Employees from Tietoviikko's, MikroPC's editorial, media sales and event teams take a quick break for some sunshine outside the office. (Front, l-r): ***Mikko Torikka****, editor-in-chief;* ***Jouni Junkkaala****, managing editor. (Back,l-r):* ***Jonna Vuokola****, managing editor;* ***Olli Vänskä****, reporter;* ***Leila Nurminen****, art director:* ***Nina O'Shea****, domestic and international advertising sales;* ***Nina Pulliainen****, business director, Events;* ***Kauko Ollila****, senior writer;* ***Tiina Siltala****, staff writer;* ***Ossian Hartig****, reporter;* ***Ossi Jääskeläinen****, staff writer.*

IDG's publishing partner in Finland, Talentum, moved to a new location earlier this month. The new building is located in Helsinki's Ruoholahti district, close to the trendy mobile gaming company Supercell and the smartphone company Jolla. Talentum has been an IDG licensee since 1983. The new address is:

Talentum Media
Itämerenkatu 23
00180 Helsinki
Finland
Tel: +358-20-442-40

unsunghero

Christelke Agapito

International Publishing Manager

IDC Asia/Pacific Publishing Services and Technologies

IDC Asia/Pacific Director, Business Operations ***Stephen Vass*** *named International Publishing Manager* ***Christelke Agapito*** *as his group's Unsung Hero. "She has brought process and performance and created a high performance team. Elke is not only exceeding expectations in delivering her role but also in the humanity she shares and the respect she engenders. And, if you have ever seen all 4′ 10″ of her, it is all the more amazing that the biggest person in the IDC Philippines office is the tiny woman in the corner. The biggest ideas and actions come from our little Elke."*

Home Manila, Philippines

Tenure I joined IDC first in 2004, left in 2005, rejoined as an independent contractor in 2006 and as full-time employee in 2008.

Primary job responsibilities Managing the A/P Publishing Services & Technology (PS&T) processes and staff in execution of editorial duties, including editing for grammar, style, terminology, data checking and formatting consistent with established global IDC protocols and regional protocols. I lead the regional PS&T staff and the editorial support teams for PS&T Japan and EMEA PS&T, coordinate with full-time and casual labor and service providers such as translators and provide training support on IDC style, research architecture and other similar training to the A/P research community.

Three things I do in a day's work

- Review edited documents for quality to ensure that there are no editing, formatting or datachecking inconsistencies.
- Coordinate with internal clients on editorial-, publication- and translation-related matters; A/P managers and analysts on submission, requirements, customized metrics, training requests and turnaround concerns; sales and marketing team on target dates of publication, status of documents for publication; and service providers such as translators and independent contractors.
- Review PS&T metrics to gauge the team's productivity and individual staff performance.

Christelke Agapito *said she thinks of herself as working "with, not for" IDC Asia/Pacific.*

What I love most about my job The pride and satisfaction I feel when the team has achieved its goals and when analysts express appreciation for a job well done.

Latest accomplishment The team is consistently hitting 98% to 100% on-time delivery in FY13.

Career highlight Managing the transition from servicing the A/P region only to extending services to PS&T Japan and EMEA PS&T and aligning A/P PS&T processes with those of U.S. PS&T.

What I'm doing to be a better employee I think of myself of working *with* the company, rather than working *for* the company and encourage the team to have the same mentality.

Interests outside the office I spend time with my children, especially with my one-year old daughter. When I have time I try to squeeze in activities such as playing the guitar, belly dancing and traveling in the Philippines.

What others can't tell just by looking at me My dream is to someday participate in an Ironman triathlon.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Martyn Williams *IDG News Service*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

13 MAY 2013 | VOLUME 43, NUMBER 19 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

The sky's the limit for IDC Senior Analyst Sheera Kaizerman

This Framingham, Mass., employee leaves her desk far behind on weekends. She's a licensed skydiver who has racked up some 170 jumps, including three high-altitude jumps from almost 30,000 feet.

SEE MORE ON PAGE 5

Top News

Global Media Institute tackles business challenges

Game Marketing Summit focuses on opportunities

IDG Sweden's Sjoberg rules @Sweden Twitter account

One on one: IDC's Karsten Weide looks at mobile advertising; the decline of the PC as a consumer device

IDGTN
MEDIA KIT 2013

IDG TechNetwork's new media kit features interactive elements.

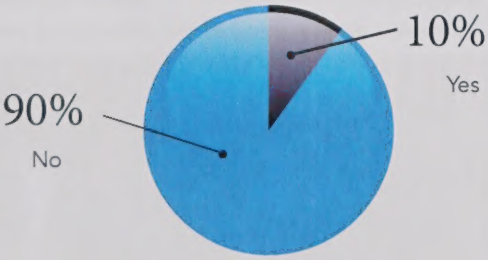
SEE MORE ON PAGE 6

Unsung Hero: IT World Canada Project Manager Penny Gianniotis

SEE MORE ON PAGE 8

Question of the week results

Venture capitalist Peter Theil recently said Twitter will outlast The New York Times. Do you agree?



Log on to www.idgcentral.com to vote on this week's question:

What do you think of Google Glass?

CLICK HERE

NEW EMPLOYEES

Adamson

IDG World Expo has hired **Rob Adamson** as sales manager, focusing on the BET Experience for which World Expo is a production partner. Previously a pharmaceutical sales representative for Publicis TouchPoint Solutions, he holds a B.S. in sports management from the University of Massachusetts. In his free time he enjoys songwriting and voice acting. radamson@idgworldexpo.com

SEE MORE ON PAGE 7

Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc.

Send the photo with a short description to idgcentral@idg.com.

IDG Global Media Institute takes on strategic issues, leadership challenges

The GMI Class of 2013. (Front, l-r): **Elisa Della Rocco**, VP/digital sales, IDG Enterprise; **Jim Farley**, group VP/general manager, IDC; **Beth Ramistella**, HR Director, IDG; **Christina Kearney**, VP/marketing and business management, IDC; **Tony Strattner**, editorial director, IDC; **Neil Michael**, VP/international sales, IDG Global Solutions. (Back row, l-r): **Achim Schaefers**, deputy international advertising manager, IDG Germany; **Jeremy Rueb**, VP/program development worldwide, IDG Global Solutions; **Kathleen Schaub**, VP/research, CMO Advisory Service, IDC; **Jennell Dill**, VP/digital sales, IDG Enterprise; **Maringo Vlijter**, publisher/business media, IDG Netherlands; **Lars Asger Petersen**, COO, IDG Denmark; **Ken Mingis**, managing editor/news, IDG Enterprise; **Scott Harris**, account director, IDG Consumer & SMB; **James Niccolai**, deputy news editor, IDG News Service; **Jon Phillips**, editor-in-chief, IDG Consumer & SMB.

IDG WORLD UPDATE

A select group of managers recently took four days out of their normal routines to learn more about the various facets of IDG's operations and explore the strategic issues and leadership challenges facing IDG.

Nominated by their business unit leaders, the 16 employees from five countries and nine business units came to Boston April 29 – May 2 to attend the annual IDG Global Media Institute.

Senior IDG leaders led sessions focused on their businesses (IDG TechNetwork, IDC, IDG Ventures, the International Controller's Office, the CIO Executive Council, IDG Research Services and IDG Global Solutions) and topics such as leadership, finance and budgeting at IDG, custom research projects, mobile and how to thrive in the IDG culture.

IDG Enterprise SVP/Chief Content Officer **John Gallant** moderated an editorial panel, and IDG Communications CEO **Bob Carrigan** and IDG CFO **Ted Bloom** held Q&A sessions.

"It was important to me to hear how editorial people at other business units are dealing with the same issues we are at IDG Enterprise: how to remain relevant in a rapidly changing market," said Computerworld Managing Editor/News **Ken Mingis**. "We had some interesting discussions about story types, filing deadlines, use of video and other elements that we can and should be focused on to try and catch younger readers. That kind of discussion is always useful for day-to-day issues as well as longer-range, strategic planning."

One highlight of the GMI is the case study project that participants work on in teams during the program. This year, participants had to come up with a new business proposal or idea for IDG that related to any part of the business. Three teams presented on the final afternoon to their peers and a board composed of IDG International Services President & CEO **David Hill**, International Controller **Toby Hurlstone** and IDG Research Services VP/General Manager **Janet King**.

The winning case study team included (l-r): ***Achim Schaefers****, IDG Germany;* ***Elisa Della Rocco****, IDG Enterprise;* ***James Niccolai****, IDG News Service;* ***Lars Asger Petersen****, IDG Denmark;* ***Jim Farley****, IDC; and* ***Beth Ramistella****, IDG Human Resources.*

"The goal is to get participants working together on challenges and ideas that can potentially benefit IDG, giving them an opportunity to apply their GMI learning and think creatively, thus allowing them to step out of their day-to-day roles and thinking," said IDG Training & Development Director **Laurie Butson**. She organized and hosted the program along with Training Coordinator **Carolyn Yanuskiewicz** and SVP Human Resources/IDG Communications **Piper Sheer**.

"The GMI course gave me great insights into the history, present and future of IDG," said IDG Netherlands Publisher/Business Media **Maringo Vlijter**. "I had a chance to learn from other participants who often have to deal with the same threats and opportunities. It was an honor to be part of the program and also great fun!"

Write to Laurie Butson. ■

OneonOne

Karsten Weide

IDC

IDC's program VP, Digital Media and Entertainment is this week's columnist. Reach him at kweide@idc.com.

> "Wearables, i.e., Internet-enabled devices that are wristwatches or glasses or pendants or items of clothing are just one innovation away from revolutionizing the way we use the Internet yet again."

Q What are the projections for worldwide mobile ad revenues?

A IDC's numbers show that strong growth continues. For instance, U.S. advertisers alone spent $4.5 billion on mobile ads last year, almost twice as much as they spent in 2011, which, in turn, also was double the spending in 2010.

Q Why have marketers been slow to spend ad dollars on mobile?

A They haven't been slow at all. While marketers' adoption of *online* advertising lags consumer adoption of the Internet as a medium, the same is not true for *mobile* advertising. When you compare the share of total Internet traffic that is mobile with the share of total digital advertising that is mobile, you see that they march in lockstep. In 2010, the mobile traffic share was 3% and mobile advertising also had a 3% market share. In 2011 it was 7% for both, 2012 it was 11% for both. By the way, in March 2013, mobile traffic share was at 15%, so we are in for another year of strong growth in mobile advertising.

Q Until recently, mobile ad networks such as Google and Millennial Media received most of the spending on mobile display ads, but now mobile publishers such as Facebook, Pandora and Twitter are gaining market share in the U.S. What are the reasons for that trend?

A It used to be that if you wanted to run a display ad campaign, there was really one place to go, and that was ad networks. Publishers either didn't have enough inventory to support big campaigns — because the mobile Internet just was not big enough — or they didn't have a dedicated sales force because there simply was not enough business to go around to justify it. But now that has changed, and advertisers or agencies can go straight to the publishers, their assumption being that they will get better, more effective inventory, and more control over where their ads end up.

Worldwide, it will take a little longer to get to this point, simply because the U.S. is so far ahead in the game.

Q What kinds of mobile ads do you see gaining the most traction?

A Small text ads on search page results (such as Google AdWords) have been the most important mobile ad format in the past with a roughly 70% market share and with only 30% of spending going to display. But last year, display ads caught up in a big way, so now search only has a 60% share versus a 40% share for display. I think search will continue to lose share in years to come. Display advertising is experiencing a kind of a breakthrough, mainly because media tablets now allow for big display ads, which is what brand advertisers want.

Q To what extent is growing mobile usage cannibalizing other media channels?

A Well, digital advertising continues to displace traditional advertising, and, within digital, mobile advertising displaces online advertising. So, as a megatrend, I think it is fair to say that mobile advertising will have a tremendous impact on other media channels.

The displacement of online ads with mobile ads is not going to happen next year or the year after, but if you look down the road 5 or 10 years, it is pretty clear that long term, the consumer Internet will be mobile first, TV second and the PC third.

Q Has the pendulum swung the other way yet: are more users accessing the web using mobile devices than using PCs?

A That has not quite happened yet, but we think it will happen in 2015 in the United States. 2012 was the year when the number of Internet users who access the Internet through a PC topped out. This year, 2013, will be the first year in which the number of PC users declines. And this decline will only accelerate in the years to come. At the same time, the number of mobile users grows very quickly. And in a couple of years, mobile users will overtake PC users.

This is happening because with smart phones and especially media tablets, computers truly have become consumer products, just like your television set. They are cheap, they are easy to use, they never break, they are mobile — all of which is not true for PCs. Also, there are just not that many consumer use cases that call for a PC. Most of the things consumers want to do they can do just fine on mobile devices.

Q What's your vision of what the state of the PC will be 10 years from now?

A Consumers' 'Great PC Exodus' has already begun. As another example, in the fourth quarter of last year, PC sales fell by 14% worldwide, no doubt largely caused by a lack of demand in the consumer segment. Eventually, only those consumers who have applications that need a PC will have one:

continued on page 6

IDG World Expo's Game Marketing Summit focuses on industry opportunities

IDG World Expo's Game Marketing Summit (GMS) drew several hundred video game industry marketing and brand executives to the Yerba Buena Center for the Arts in San Francisco last month for a day-long conference focusing on the issues, opportunities and successes associated with the marketing of video games. With "The Game as the Platform" as this year's theme, sessions covered topics such as eSports, reaching the Gen Y consumer, monetization and "the emerging platforms that are profoundly affecting our business," explained **Melissa Messier,** VP, marketing, IDG World Expo.

"GMS 2013 offered an unprecedented lineup of marketing experts, visionaries and innovators and a wide range of sessions that addressed the ever-changing marketplace and armed attendees with the knowledge to ensure success," Messier said. "We heard from Jack Myers, renowned media ecologist, whose keynote provided insight into the 'hooked-up' generation and how it will change everything. There were case studies and roundtables to help attendees dig deep into pressing issues, as well as a special GMS RapidFire! session, which provided a quick look at the best marketing ideas of the past year."

The summit had more than 20 sponsors including 2K, Twitch, Capcom, GameSpot, GameStop Media, IGN, Future, Square Enix and Ubisoft.

The day culminated with the eighth annual Game Marketing Awards — the first and only U.S. program established to showcase and honor the finest creative work by marketing and creative professionals in the video game marketing community, Messier said. The GMAs celebrate the best practices in marketing, promotion and advertising for the video game and interactive entertainment community. Brian Posehn, comedian/actor/writer known for his roles on Comedy Central's popular show, *The Sarah Silverman Program*, and on sitcoms including *Just Shoot Me, Seinfeld, Everybody Loves Raymond* and *Friends* was the host.

GAME
MARKETING
SUMMIT

Game Marketing Summit General Manager ***Marci Yamaguchi Hughes****, who had served on the GMS board for several years prior to IDG World Expo's purchase of the event last year, welcomes attendees to last month's summit.*

"World Expo's Game Marketing Summit is of particular relevance in today's hyper-social world," said **Marci Yamaguchi Hughes**, general manager, Game Media Summit. "The approach to game marketing has dramatically changed with the rise of tablet, mobile, and social games and the remaining influence of traditional console and PC titles.

"Frankly, game marketing is more challenging than it has ever been. To market a game successfully you need to create a campaign that is honest, smart and tells a story. Game marketers need to engage consumers in conversation and develop an ongoing relationship," Yamaguchi Hughes said.

> "World Expo's Game Marketing Summit is of particular relevance in today's hyper-social world."
>
> *Marci Yamaguchi Hughes*

The Game Marketing Summit, launched in 2006, is the oldest and largest event of its kind, she said. IDG World Expo purchased the event from PromaxBDA last year.

To see a list of the award winners and read more about Game Marketing Summit click here. or contact Melissa Messier. ■

Offsite profile

The sky's the limit for IDC analyst Sheera Kaizerman

IDC Senior Analyst **Sheera Kaizerman** figures she has spent more than two hours of her life in free fall, and she has no plans to pull up now. Kaizerman is a licensed skydiver with some 170 jumps under her belt, including three high-altitude jumps from almost 30,000 feet.

Kaizerman, who joined IDC in Framingham, Mass., last August, got started with the sport about six years ago when some friends of hers who packed parachutes at a local skydiving facility talked her into trying a tandem dive. Over the course of the next few years, she did a few more dives and shortly after her fifth tandem jump in 2011 decided she either had to commit to the sport or stop altogether. Adrenaline won out, and she started Accelerated Freefall training in August 2011 and earned her first license in October of that year.

In addition to jumping, on average, three out of four weekends during most spring, summer and autumn months, Kaizerman has also done three HALO (high altitude low opening) jumps at a skydiving facility in Tennessee. The HALO jumps, which require skydivers to wear oxygen masks, were from an altitude of approximately 29,500 feet, and Kaizerman's longest freefall was 147 seconds or just under 2 ½ minutes.

Kaizerman (left) has so far done three high-altitude jumps at a facility in Tennessee. Jumping from an alititude of almost 30,000 feet requires skydivers to wear oxygen masks.

Kaizerman said she usually jumps with friends. "Believe it or not, it gets boring to skydive by yourself, and after getting certified, very few people care to do it anymore. It's a lot more fun to jump with friends and work to stay in position relative to each other. As you progress, you can make teams and start competing." Skydivers compete in a variety of different events such as four-person, eight-person, and 16-person formations, canopy piloting and freeflying, she said.

"It's a lot more fun to jump with friends," said Kaizerman, pictured here (center) jumping in formation with several friends.

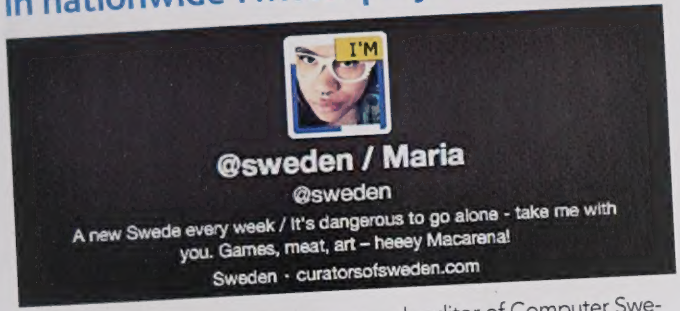
Kaizerman said she's had a few particularly memorable jumps. "The ones where I made nearly fatal mistakes are always memorable and serve as a reminder to be more aware for the next jump. There are also milestone jumps — my 100th jump was just me and my boyfriend flying around in the sky, and that was a great moment." Kaizerman said she was also paid for one jump she did with a student who was progressing toward his initial license, "so you can't really go wrong there, either!" (Most skydivers are broke, she said, "because they spend all their money jumping out of airplanes, which isn't cheap!")

Kaizerman said the sport holds numerous appeals for her. "First, skydiving is a relatively small community. I think there are no more than 30,000 active jumpers in the U.S., so no matter what drop zone you go to, you'll probably have mutual friends with the resident jumpers." It's also a welcoming community. "If you jump and you're friendly, you'll fit in." And finally, you don't have to be a great athlete. "If you're persistent and willing to work hard, you'll succeed. If you have buckets of money to throw at it, you'll be very talented as well — practice makes perfect!"

Kaizerman has completed some 170 jumps and is closing in on her C license, which requires 200 jumps.

Contact Sheera Kaizerman. ■

IDG Sweden editor selected to tweet in nationwide Twitter project



@sweden / Maria
@sweden
A new Swede every week / It's dangerous to go alone - take me with you. Games, meat, art – heeey Macarena!
Sweden · curatorsofsweden.com

In addition to her normal duties as web editor of Computer Sweden, **Maria Sjoberg** spent last week as sole ruler of @Sweden, billed as the world's most democratic Twitter account.

Launched in 2011 as a joint project of the Swedish Institute and VisitSweden, both affiliated with the National Board for the Promotion of Sweden, the initiative, known as Curators of Sweden, aims to present Sweden to the world through the eyes — and 140-character ruminations — of its citizens.

Every seven days a new person takes over the @Sweden account and shares his or her thoughts, opinions, recommendations and general observations with more than 25,000 followers in 120 countries.

Those selected to tweet at @Sweden must be nominated (no self-nominations allowed), and Sjoberg, who normally tweets at @maria_s for close to 3,000 followers, said she did not know at first who nominated her. "I was contacted via Twitter and asked if I wanted to tweet as @Sweden. I was, of course, flattered silly and said yes!" Sjoberg said one of her followers has since admitted to nominating her.

Among the very few rules for tweeting are no marketing of any kind. "I could describe what kind of place I work at, but I couldn't brag about how awesome IDG and our products are," Sjoberg said. Also, all tweets must be written in English.

Sjoberg said she mostly tweeted about games ("my big passion in life"), her guinea pigs, feminist and LGBTQ issues and random facts about Sweden. At one point she entered into a debate being waged on Twitter about a photo collage of rapper Nicki Minaj. "I tried to nuance this debate by asking what the real problem with the wall was: was it because it was Nicki Minaj, was it because her bust was very visible or was it because the photo wall was set in an office environment? Of course, it's hard to get your point across in 140 characters so a lot of people misunderstood me. But it's all part of the game."

The success of the Curators of Sweden project has spawned similar initiatives in places including Australia (@WeAreAustralia), the U.K. (@PeopleOfUK), the U.S. (@TWkUSA) and Mexico (@CuratorsMexico).

Sjoberg's tweets are archived here. More about the project is available here. ■

IDG TechNetwork's new media kit features interactive elements

IDGTN
IDG TECHNETWORK
MEDIA KIT 2013

IDG TechNetwork's new media kit features an interactive digital flip book format that lets users scroll through its 21 pages as if turning the pages of a magazine. The content was created by **Daniella Kreiger,** director of marketing, IDG TechNetwork and Consumer & SMB, and **Marla Kelley**, marketing coordinator, IDG TechNetwork, who then worked with the company's website designer to ensure a consistent look and feel. The media kit is hosted on the Issuu platform, which allows it to provide a very interactive user experience — turning pages, clicking on links and watching embedded video. Users can opt to download a PDF version of the media kit from the site as well. Check it out here.

continued from page 3

One on one

photo and video editing and perhaps heavy word processing.

In the enterprise, the PC's decline will be much slower because in the enterprise, there are actually many use cases that today's mobile devices cannot handle. Also, the PC makers will fight back, of course. They will develop PCs that are laptops inside but look and feel like tablets on the outside. So to some extent, the distinction between PCs and mobile devices will blur.

Q What is going to happen after mobile devices?

A Wearables, i.e., Internet-enabled devices that are wristwatches or glasses or pendants or items of clothing are just one innovation away from revolutionizing the way we use the Internet yet again. Once one blockbuster device, say, the rumored Apple iWatch, hits the market, it will trigger another Web revolution. This will also mean advertising will be forced to completely reinvent itself. Wearables will have no space for traditional digital ads, and yet the services on them will have to be funded somehow, probably still by advertising. But the whole user experience will go from "personal" on mobile devices to "intimate" on wearables. So advertising will have to find a way to establish a true dialog with consumers because otherwise, marketers will not be invited anymore. ■

noteworthypeople

Promotions

Phillips

IDG WORLD UPDATE

PCWorld Editor **Jon Phillips** has been promoted to editor-in-chief of PCWorld and TechHive. "Since arriving last summer, Jon's done a great job rebuilding and redefining PCWorld on the Web," said IDG Consumer and SMB Senior Vice President and Editorial Director **Jason Snell**. "But this company's future growth opportunities really hinge on TechHive, so I feel we need to devote additional resources and attention to our newest site. As a result, I've asked Jon to spend some of his brainpower helping TechHive flourish. **Jason Cross**, who has done an excellent job getting TechHive off the ground and defining what our new site is about, continues in his role as executive editor for TechHive." jphillips@idgcsmb.com

New employees

Adamson

IDG World Expo has hired **Rob Adamson** as sales manager, focusing on the BET Experience for which World Expo is a production partner. Previously a pharmaceutical sales representative for Publicis TouchPoint Solutions, he holds a B.S. in sports management from the University of Massachusetts. In his free time he enjoys songwriting and voice acting. radamson@idgworldexpo.com

Gina Graham joins **IDG TechNetwork** as executive assistant to CEO **Pete Longo**. She was previously an executive assistant at Avenue Capital Group's business development group. She earned a B.S. in consumer economics from the University of Delaware and enjoys biking, tennis and cooking. gina_graham@idgtechnet.com

IDG Germany has hired **Stephanie Richtmann** as project manager, Design with the Strategic Marketing Services group. She was previously a project assistant for art exhibitions at Friedrich-Alexander-Universität Erlangen-Nürnberg, from which she also received an M.A. Her hobbies include climbing, kayaking and visiting art exhibitions. srichtmann@idg.de

Richtmann

Vahdatpour

IDG WORLD UPDATE

IDG Consumer and SMB has hired **Yasmin Vahdatpour** as a designer for PCWorld and Macworld; she was previously a designer with Minted, an e-commerce stationery start-up. She holds a B.S. in graphic arts with a minor in psychology from Syracuse University's S.I. Newhouse School of Public Communications. She enjoys photography, farmers' markets, astronomy and is part of a monthly storytelling group. yvahdatpour@idgcsmb.com

Lui

New at **IDC China** is Senior Market Analyst **Ava Lui**. She has more than five years of IT experience, mainly in strategic planning, decision analysis, sales and marketing development issues. She earned a B.A. from Hong Kong's Lingnan University and an M.S. in business analytics and consulting from the U.K.'s Warwick Business School. alui@idc.com

Kartono

Danny Kartono joins **IDC Indonesia** as a market analyst, Enterprise Networking; he was previously a field supervisor with GfK Retail and Technology. A graduate of Institut Bisnis dan Informatika Indonesia with a B.S. in financial management, he enjoys travel, futsal (indoor soccer) and reading motivational books. dkartono@idc.com

anniversaries

30
Michelle Reyes *IDG Consumer & SMB*

25
Crawford Del Prete *IDC*

22
Christopher Norman *IDG U.K.*

21
Nancy Jonathans *IDG Consumer & SMB*

18
Nancy Koral *IDG Research Services*

16
Matthew Bennett *IDG U.K.*

14
Lionel Lamy *IDC U.K.*

13
Mae Lee *IDC Singapore*

12
Zhou Xu *IDG Asia*
Kevin Gerich *IDG Enterprise*

10
Kyoung-Min Kim *IDC Korea*
Venkatesh Mahale *IDC India*

9
Jed Scaramella *IDC*
Carrie Mathews *CXO Media*
Norihiko Seki *IDC Japan*

8
Alan Louie *IDC*
Koichi Sato *IDC Japan*

7
Aishwarya Kapoor *IDC Thailand*
Patrycja Dziedzinska *IDG Poland*

6
Owen Li *IDC China*
Christopher Holmes *IDC Singapore*
Umesh Divakaran *IDC Center for Consultancy & Research*

5
Marissa Berenson *IDG Int'l Publishing Services*
Rob Rebecchi *IDG*
Madhura De Moulik *IDC Center for Consultancy & Research/India*
Rahina Sabapathy *IDC Center for Consultancy & Research/India*
Jayanthan Selvaraj *IDC Center for Consultancy & Research/India*
Adil Shahzad *IDC Center for Consultancy & Research/India*

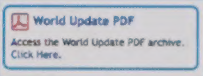
4
Samaj Bhaskaran *IDC Center for Consultancy & Research/India*

3
Rikke Waldorf ***IDG Denmark***
Alice Zulueta *IDC Philippines*
Venkatesh Mahale *IDC Center for Consultancy & Research*
Mai Treiu *IDG Vietnam*
Ashna Beek *IDG Netherlands*

2
Naomi Anderson *IDG Enterprise*
Chanelle Tan *IDG Australia*
Patrick Dunbar ***IDG Australia***
Martin Lundqvist *IDG Sweden*
Eric Peng *IDC China*
Shalil Gupta ***IDC India***
Youngso Lee ***IDC Korea***
Nagendra Shenoy *IDC Center for Consultancy & Research/India*
Dominic Webb *IDC U.K.*
Renato Antionio Rodrigues *Now!Digital Business*

1
Rimin Dutt *IDG Australia*
Venu Reddy *IDC India*
Vinod Singh *IDC India*
Ryan Lai *IDC Malaysia*
Hwee Xian Tan *IDC Malaysia*
Shane Minogue *IDC New Zealand*
Vercilia Lim *IDC Singapore*
Kate Hoy *IDG Connect International*
Dan Swinhoe *IDG Connect International*
Kristin Knillmann *IDG Germany*
Florian Kurzmaier *IDG Germany*

Inside IDG Central: World Update archive


World Update PDF
Access the World Update PDF archive. Click Here.

If you missed a recent issue of IDG World Update, there's a handy new way to get to the World Update archive on IDG Central. A box in the middle of the IDG Central home page contains three links (Submit Your News, More Stories and World Update PDF). Or click on any news story and see the World Update PDF archive box on the right side of the page. Or, you can always read the HTML version of all World Update stories on IDG Central.

unsunghero

Penny Gianniotis

Project manager, Events

IT World Canada

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Daniella Krieger *IDG TechNetwork*
Melissa Messier *IDG World Expo*
Maria Sjoberg *IDG Sweden*
Karsten Weide *IDC*

*IT World Canada General Manager, Events and Corporate Services **Donna Butts** named Project Manager **Penny Gianniotis** her team's Unsung Hero. "The event world is no longer about bricks and mortar events, it's about video, social, virtual, hybrid events and new ways to deliver ROI to the client. Every project we touch has three clients: our company/sales team, our client/sponsor and our readers. So that means with her projects, Penny has to be all things to all people. She has to manage and deliver on all expectations across multiple projects. She does so with great success and grace. Penny is such a professional, exceptionally organized and absolutely unflappable. Even at the most stressful times, Penny always has a smile or you can hear her laugh."*

Home Toronto, Ontario, Canada

Current title Project Manager, Events

Primary job responsibilities My main responsibility is organizing and executing various events throughout the year, from roundtable discussions, webinars, webcasts and award galas with eight delegates to more than 200 guests. Over the past few years, I have taken on more projects that are online-based for various clients. These include building content sponsorship pages and hubs, maintaining outreach programs, developing research reports and custom publishing pieces.

Three things I do in a day's work

- Interface with a number of stakeholders on the status of event/project components. This involves keeping internal and external stakeholders apprised of any changes with an event/project timeline that could potentially impact on a delivery.
- Coordinate with suppliers. This includes being resourceful in finding ways to streamline event budgets without compromising the integrity of the events.
- Post event follow-up and planning schedules for next events/projects. While doing this I identify ways to refine process between parties and departments.

*Project Manager **Penny Gianniotis** joined IT World Canada in 2007.*

What I love most about my job The opportunity to engage with all departments across the organization and with clients on various projects. No two days are ever the same!

A hot-button issue I'm dealing with I was recently trained on Word Press, which has given me the ability to gain more exposure and depth of knowledge to the back-end functionality of the Events websites. This allows me to have better control over timely and accurate updates and posting to the sites.

Latest accomplishment Planning and executing our first channel census report in English and French.

What I'm doing to be a better employee Stay focused, positive and motivated. Constantly challenge myself to learn more about this ever-changing industry, especially with social media becoming a growing part of events.

Interests outside the office Spending time with loved ones and being an active part of my niece's and nephew's lives.

What others can't tell just by looking at me I enjoy motorcycle rides.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

6 MAY 2013 | VOLUME 43, NUMBER 18 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

IDG CSMB ebooks remonetize content, extend reader reach

Digital Photography SUPERGUIDE
SALE Digital Photography SUPERGUIDE
Macworld 12 Things Every iPhone & iPad User Should Know
iCloud STARTER GUIDE
Total Mountain Lion SUPERGUIDE
Extend Your Battery Life
Android
PCWorld SUPERGUIDE
iPad STARTER GUIDE

What started as an experiment eight years ago has evolved into a solid reader revenue stream for the business unit.

SEE MORE ON PAGE 4

Also inside

- IDG CTO Aaron Jones named to Innovator list
- IDG Marketing Summit brochure wins award
- Macworld/iWorld event technology highlighted
- IDG Vietnam launches CMO World Forum
- One on one: IDG News Service's Nick Barber

IDG Denmark's co-locates two April events in an unusual venue: a former train repair warehouse.

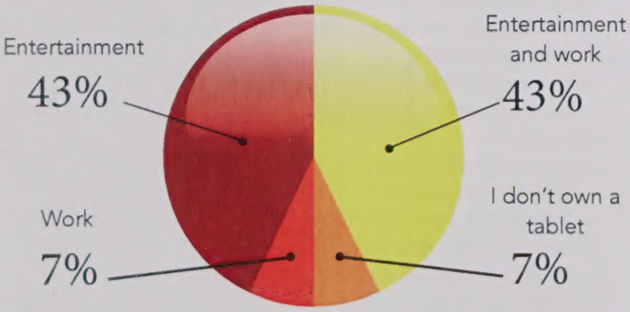
SEE MORE ON PAGE 6

Unsung Hero: IDG Consumer & SMB Senior Editor/News Anne McDonald is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

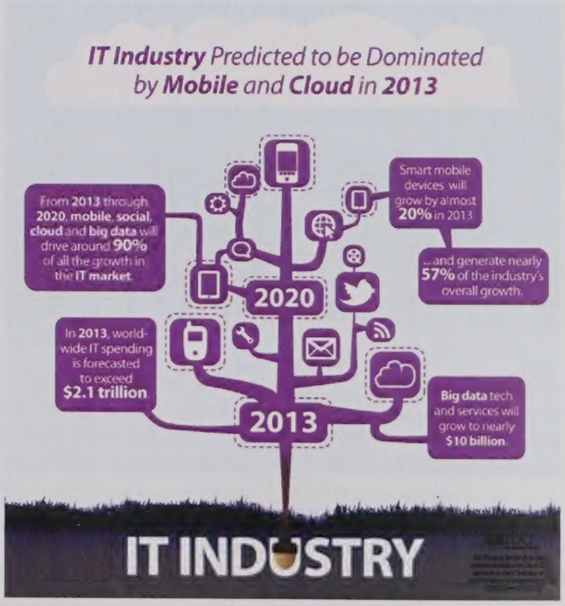
What do you use you tablet computer for most often?



Log on to www.idgcentral.com to vote on this week's question:

Venture capitalist Peter Theil recently said Twitter will outlast the New York Times. Do you agree?

CLICK HERE


IT Industry Predicted to be Dominated by *Mobile* and *Cloud* in *2013*
From 2013 through 2020, mobile, social, cloud and big data will drive around 90% of all the growth in the IT market.
Smart mobile devices will grow by almost 20% in 2013
...and generate nearly 57% of the industry's overall growth.
2020
In 2013, worldwide IT spending is forecasted to exceed $2.1 trillion.
2013
Big data tech and services will grow to nearly $10 billion.
IT INDUSTRY

This infographic represents a portion of IDC's research on the 3rd platform, which it defines as a marketplace built on mobile devices and apps, cloud services, big data analytics and social technologies.

DG CTO Aaron Jones named Media Business Top Innovator

Jones

IDG Communications Chief Technology Officer **Aaron Jones** last week was named to Media Business's annual listing of Top Innovators in Publishing. Jones joins an elite group of just over 100 publishing executives — including a number of IDG colleagues — who have been honored by Media Business since the awards were established in 2004.

Jones was singled out in the category of Production and honored for his work to date in building a responsive digital infrastructure that will eventually undergird all of IDG's U.S. sites. Jones and his fellow Top Innovator nominees will be recognized at a luncheon on June 13 at the Union League Club in New York.

This year's 12 honorees represent 10 media companies: Cygnus Business Media, e.Republic, Forbes Media, IDG Communications, McGraw-Hill Cos., New York Times Co., Penton Media, Sandow Media, Scranton Gillette Communications and UBM.

IDG colleagues previously named to Media Business's Top Innovators list include IDG Chairman **Pat McGovern** (one of two winners in the award's inaugural year); **Bob Bragdon**, VP, publisher, CSO; **Bob Carrigan**, CEO, IDG Communications; **Matthew Yorke**, president, IDG Global Solutions; **Pete Longo**, president & CEO, IDG TechNetwork, IDG Consumer & SMB; **Ulla McGee**, SVP, digital products, IDG CSMB; **Michael Friedenberg**, president & CEO, IDG Enterprise; and **Charles Lee**, SVP, strategic programs and custom solutions, IDG Global Solutions.

To see the full listing for this year, click here. ■

Article features event-related tech advances at Macworld/iWorld

A recent article in Event Marketer magazine highlighted a variety of behind-the-scenes tech improvements before and during Macworld/iWorld that improved attendees' and exhibitors' experiences at the IDG World Expo event earlier this year.

Some excerpts:

- The new Scan-and-Go stations from technology provider Active Network kept the registration lines moving. Besides expediting check-in, Active Network also handled all of Macworld's back-end activities via its conference platform, which helped organizers track the action, monitor attendee sentiment and deliver content to mobile devices, all with the goal of increasing efficiency, attendee engagement and growth.
- Macworld's Apple-based iOs lead-retrieval system was also new this year. Attendees wore badges with a QR code that exhibitors could scan to bring up their profile, then go to custom questions to ask the attendee depending on previous engagements or conversations. Exhibitors could save notes to the attendee's profile and access them later.

Read the full article or contact VP/Events Nina Carrara.

IDG marketing piece wins award

An IDG brochure, created for distribution at the 2012 IDG Marketing Summit, recently won an Award of Distinction in the B2B category in the 2013 Communicator Awards, presented by the International Academy of Visual Arts. The Award of Distinction is presented for projects that exceed industry standards in quality and achievement. Founded nearly two decades ago, the Communicator Awards is a leading international awards program for marketing and communications professionals. The creation of the brochure was overseen by **Howard Sholkin**, director, communications & marketing programs, and **Teresina Cardamone**, senior digital marketing manager, IDG Global Solutions. It has also been used as a sales tool by various IDG business units in the U.S. Read more here. ■

THINK TECH THINK IDG

IDG

BUILDING AND SUPPORTING YOUR TECH BRAND IN DEMANDING TIMES

HOW BUYERS GET WHAT THEY NEED: RELATIVE IMPORTANCE OF CONTENT-DISTRIBUTION CHANNELS

TODAY

IN TWO YEARS

PERFORMANCE UNDER PRESSURE

THE IMPORTANCE OF VIDEO

8%

IDG Vietnam's CMO World Forum debuts in Ho Chi Minh City

Hội Thảo | Forum
Đột phá Marketing trong thời đại số
Disruptive Innovation: Transformative Marketing in the Digital Age
26 Apr 2013 | Hochiminh
rld.org.vn
VAN ANH
PHUONG
HOA
DU

IDG Vietnam General Manager, Enterprise Sector ***Anh Truong*** *(left) moderated a panel on innovation in the digital era.*

IDG Vietnam's inaugural CMO World Forum in Ho Chi Minh City last month focused on the digital impact of marketing. Some 300 brand, sales and product managers; PR practitioners; and marketing executives attended the one-day conference, which had the support of 29 sponsoring companies and 13 media sponsors.

The more than two dozen speakers and moderators represented vendors, media brands and consulting companies from Vietnam and several other Asian countries. Sessions looked at the ever-expanding array of online and mobile marketing vehicles, tools and techniques and new marketing trends.

Contact General Manager/Enterprise Sector Anh Truong. ■

OneonOne

Nick Barber

IDG News Service

The multimedia correspondent at the IDG News Service is this week's columnist. Reach him at nick_barber@idg.com.

> "At the recent Mobile World Congress I decided to skip ZTE's press announcement in favor of visiting their show floor booth. At their booth I found their flagship device that they were announcing three hours later at their press conference! I saved myself a ton of time and got my report out before the official debut."

Nick Barber is a multimedia correspondent at the IDG News Service, IDG's global news wire that produces content used by hundreds of the company's tech sites around the world. After nearly six years of covering the world's biggest tech shows, Barber has picked up a few tricks that he shares in this column. If he's missed any, visit his onVideo blog on IDG Central and share your tips.

1. Choose your meetings wisely

In the lead up to a big tech trade show I literally get hundreds of email pitches from PR people. One big mistake is accepting more than a few very select meetings. If you accept meetings for everything that sounds interesting, then you'll never get out to explore the show floor and find those hidden gems. Worse, you have a meeting booked with no-name-company at the same time a big announcement is taking place. I've accepted very, very few pitches that have resulted in a great story. One was the AR.Drone, which was pitched prior to CES 2010. It was one of our most successful videos from the show that year and has gone on to become one of our most popular videos EVER. Check it out.

2. Avoid press conferences

Sometimes you can't, especially for big vendors. But be warned: press conferences are a huge time-suck. Say a press conference is set to begin at 2:00 p.m. local time. That means you'll need to be on your way there by about 12:30 and get in line around 1:00. The press conference will last about an hour and afterward you need to get back and file your content. You sit down at 3:30 and start to make sense of the marketing-speak just spewed at you. On a good day your story will be out around 5:00. You've just spent nearly six hours for a two-minute video. Worth it? No way. At the recent Mobile World Congress I decided to skip Chinese device maker ZTE's press announcement in favor of visiting their show floor booth. At their booth I found their flagship device that were announcing three hours later at their press conference! I saved myself a ton of time and got my report out before the official debut.

3. Be productive while rendering and uploading

Depending on your Internet connection and your computer's processing power, you may have a lot of idle time while you're rendering and uploading your reports. You can't pack up because you still need to hit "post," but you can still be productive. What I like to do during these lulls is shoot one of my video diaries. I started doing them a couple of years ago with the idea of giving my audience a casual, behind-the-scenes look at whatever I'm covering. Maybe it's from the trade show or maybe it's a slice of local culture. They're fun to shoot and the audience likes watching. Here's one from Mobile World Congress.

4. Produce content early

When a new day starts at a tech trade show your usual plan might be to roam around and find something new, attend a meeting or press conference (reread point 1 and 2) or wrap up some carryover from the day before. What ends up happening with that strategy is that your first pieces won't hit your audience until midday. Instead, post some video early in the day to get your content stream flowing. What we came up with at IDG News Service is IDG Daily. It's our look at the day ahead and what we'll be covering. Its shelf life is relatively short, but it only takes 60 to 90 minutes to produce, and we've found it to be important to our audience. Here's one from CES earlier this year.

5. Ask about broadcast access

When you have a video camera sometimes you get special privileges, which may include early access to events, a special queue to wait in that isn't as long as the main press line or faster, dedicated connectivity options. If you're covering a trade show, press conference or other event of a decent size, ask to be connected with the broadcast operations team. Broadcast ops will speak your language; resolution, codecs, megabits, etc. won't be a foreign tongue for them.

6. Pack a trade show toolkit

When you leave your hotel room in the morning it's likely that you won't be returning for 8 to 12 hours. A lot can happen in the time you're away. If you're carrying a laptop or tote bag to collect trade show paraphernalia pack a few extra things that won't add too much weight. You'll be thankful.

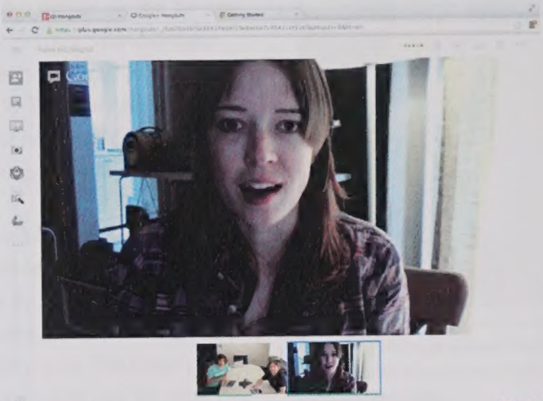
- Toothbrush — and use it before big meetings.
- Gum or breath mints — if you can't brush your teeth, these are second-best. There's nothing that makes me want to end a meeting quicker than someone with bad breath.
- Advil, Tylenol or another painkiller — a headache or sore feet can make your day feel even longer.
- A breakfast bar or snack that has at least 10

continued on page 7

DG CSMB ebook program re-monetizes content, extends reader reach

What began as an experiment back in 2005, has evolved into a promising — and profitable — ancillary revenue stream for IDG Consumer & SMB. The Macworld Digital Photography Superguide, which continues to be a popular title (now in its fifth edition) hit digital shelves in November 2005 as a 100-page PDF that sold for $12.95. Its success spawned a range of titles that now number 60 and span all three IDG CSMB brands.

Superguides are single-topic collections of content that sell for between $3.99 and $12.99 and are published in all major ebook stores (iBookstore, Kindle Store, Nook Store and Google Play) as well as in PDF and multiformat bundles from their own storefronts. As of March, the team had published 50 Macworld titles, nine PCWorld titles and one TechHive title and plans to release a total of 20 ebooks in 2013.



Boston-based Associate Editor **Serenity Caldwell** and San Francisco-based Executive Editor **Jonathan Seff** and Associate Editor **Nick Mediati** often use Google Hangout to collaborate on ebook projects (top photo). Below, Seff and Mediati.

IDG WORLD UPDATE

"We've been experimenting with ebooks for eight years now, making us one of the first tech publishers to look at them as a way to further monetize our content and reach new readers," said **Serenity Caldwell**, associate editor, Macworld. Caldwell joined Macworld in September 2010 and has been helping lead the Superguide effort since 2011. She is part of a small team — all of whom, including Caldwell, retain responsibilities to one or more of the IDG CSMB brands — that includes: Executive Editor **Jonathan Seff**, Associate Editor **Nick Mediati**, Art Director **Rob Schultz**, Assistant Managing Editor **Sally Zahner**, Copy Editor **Gail Nelson-Bonebrake** and Production Director **Nancy Jonathans**. In addition, IDG CSMB Consumer Marketing Manager **Randall Grilli** provides marketing support.

> "Ebooks are easy for consumers to search for and purchase, and they're a great way to repackage longer bits of fantastic content that may not get as much exposure on a website or in a magazine."
>
> *Serenity Caldwell*

"Our strategy with ebooks is to take existing content, collect it in a convenient form and use it to reach audiences that are not necessarily studying our websites and magazines that carefully," explained IDG CSMB Editorial Director **Jason Snell**. "In the long run, I think ebooks are going to be a big revenue stream for publishers. If you think about it, online bookstores are another kind of search engine. If someone's at Amazon or the Apple iBookstore for a particular topic, they've basically got their wallet out and are willing to pay for something that solves their problem. They might never have heard of Macworld or PCWorld, but our content can still be relevant to them."

Over the years, IDG CSMB's ebooks have evolved into three types:

- **Extended Features**. These typically run a little longer than an average magazine feature and may contain video and animated content. They sell for $0.99 to $3.99.
- **Starter Guides**. These run 70 to 150 pages and focus on getting started with smaller topics. They sell for $3.99 to $4.99.
- **Superguides**. These can run up to 400 pages and provide in-depth coverage of a particular piece of hardware or software. They cost $9.99 to $12.99.

While the majority of content for each of these ebook offerings has been published previously, most do contain some new content. "Superguides and Starter Guides typically contain about 25% original content. With Extended Features it's more like 5% new content," Caldwell said. She said the team often turns to the original authors to edit, update and add to any content they plan to use in an ebook. "We'll also come to them if there's a related piece of new content we'd like written," she said.

continued on page 5

ntinued from page 4

uperguides

In terms of which format has proved most popular with readers, Caldwell said it depends on the title and brand. "For a long time, PDFs reigned supreme, as they're the oldest digital format we've sold. As of August 2011, however, our Macworld iBookstore titles tend to outsell our PDF and bundle (PDF/.mobi/ePub) versions, sometimes by as much as 2 to 1. TechHive and PCWorld titles have only recently begun to be sold on the iBookstore, Kindle Store, and other ebook platforms, so the majority of sales for those two titles are still PDFs."

Currently ebooks are generating small but profitable revenue, Caldwell noted. "Our additional costs are largely time-based in that time spent working on Superguides by staff is time not spent on other projects," she said. "We have one freelancer who works part-time, which is our major real monetary cost. We keep our other costs in check by repurposing content and use full-time members of our staff to create the books."

SALE
Macworld SUPERGUIDES
igital Photography
SUPERGUIDE

The first Superguide is still a favorite.

There is significant variety in the time needed to create each of the three types of ebooks. Extended features take anywhere from 5 to 40 hours to complete. Starter Guides require between 50 and 100 hours and Superguides range from 100 to 225 hours. "Not all of these are salaried hours," noted Caldwell. "Many of the hours on each project come from our part-time copy editor and the occasional part-time designer or tech editor."

In the three years that Caldwell has been with IDG CSMB, the ebook team has changed its production process four times to take advantage of the latest advances in technology and expand the books' reach to new platforms. The group currently uses Adobe Creative Suite 6 to prepare the books. "Instead of InCopy, however, we use Word for all manuscript editing and preparation. Word templates hook into an InDesign template so we could add all our images and text styling to the Word doc, and it carried over to InDesign, mapping according to our template. This cut down on the art process tremendously," Caldwell explained.

IDG WORLD UPDATE

(L-R): IDG Consumer & SMB Assistant Managing Editor ***Sally Zahner****, Consumer Marketing Manager* ***Randall Grilli****, Art Director* ***Beth Kamoroff*** *and Design Director* ***Rob Schultz.*** *Not pictured: Production Director* ***Nancy Jonathans*** *and Copy Editor* ***Gail Nelson-Bonebrake****.*

"Because of limited resources to dedicate specifically to ebooks, we've become tremendously efficient at this process," said Seff. "And that has taken a lot of experimentation and the willingness to throw out an entire workflow if we discover a better thing to try.

"At the same time, there's an art to adapting mostly pre-published content into a cohesive product that we're proud to sell," Seff added, "and the fact that we've been successful is a testament to the very smart people involved in all aspects of our ebook process."

"Ebooks are an area that I would suggest all IDG publishers keep an eye on," said Caldwell. "Tech book are of more interest to consumers than ever before as more and more of our lives move to digital. Ebooks are easy for consumers to search for and purchase, and they're a great way to repackage longer bits of fantastic content that may not get as much exposure on a website or in a magazine."

"It's still early days on this front," added Snell. "In many ways, it's like the early days of the web: There's clearly going to be something here, but right now the tools are hard to use, and it's quite labor intensive to make a book. But there is going to be a payoff there, and if we don't invest the time in it now, we risk missing the reward when this area takes off."

For more information, contact Serenity Caldwell. ■

Some ebook best-sellers

Macworld SUPERGUIDES
Total Mountain Lion
SUPERGUIDE
Get to Know the New Mac OS

To date, IDG Consumer & SMB has published 60 ebooks across all three of its brands, with five more currently in production. The team plans to publish a total of 20 titles in 2013. Among some of it more popular titles are the following:

- The "Total OS X" series, which focuses on Apple's Mac OS has been "incredibly successful," according to Macworld Associate Editor **Serenity Caldwell**. The most recent in this series is the Total Mountain Lion Superguide.
- Hardware books, including the iPhone Starter Guide and Superguide
- iCloud Starter Guide
- 12 Things Every iPad and iPhone User Should Know

ld railway warehouse, modern booths lend ir of distinction to Danish events

IDG Demark's third annual Computerworld Expo last month featured a few twists: an unusual venue, a new CIO component, a co-located event and onsite assistance from a Nordic colleague.

The two-day event, which is the company's largest revenue project, drew 85 exhibitors, 1,500 visitors and included a conference program with two stages, 35 keynotes and seven sponsored panel discussions.

To add an element of distinction to the expo space, IDG Denmark used a cavernous space that was formerly a repair warehouse for the Danish railway system.

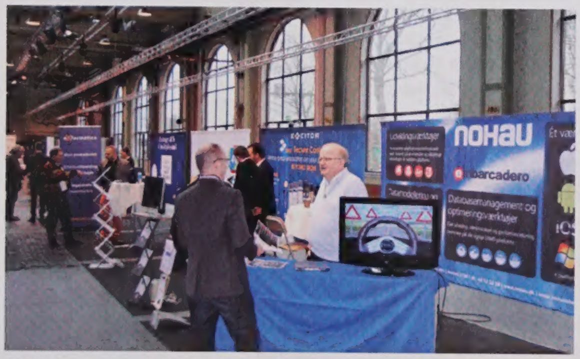
IDG Denmark made it easy and economical for exhibitors to participate and created a streamlined look for the expo area by offering a complete package: a plug-and-play booth with light, electricity, carpet, café table and a banner backdrop with exhibitors' logos for $6,000.

Software AG sponsored the event's first CIO lounge and has already agreed to reprise its support in 2014. The CIO program featured two keynote addresses, one by the CIO from Volvo, who was recommended by the CIO Executive Council in the U.S., with which IDG Denmark Event Manager **Maibritt Møller** has an ongoing relationship.

As a way to bring in more attendees and leverage the venue's ample space, IDG Denmark also hosted a new telecom conference and exhibition, Teledagene. Sponsored by Telenor, the Norwegian communications company, the event had 15 exhibitors and 700 visitors, and many of the attendees of both events visited each other's exhibit hall.

Møller traveled to Stockholm earlier this year to glean new ideas and assist with IDG Sweden's Webbdagarna event, and she invited Director of Events **Ulrika Ullman** to Copenhagen in a reciprocal offer. Ullman managed the speakers and slide presentations on the main stage, worked with the backstage crew and circulated among the audience with a microphone during the Q&A sessions.

The IDG team at Computerworld Expo included (l-r): ***Thomas Pedersen****, IT support;* ***Anja Ekelund****, event assistant,* ***Merete Midtgaard****, sales coordinator;* ***Ditte Friis****, event project manager;* ***Maibritt Møller****, event manager and lead organizer of Computerworld Expo,* ***Ulrika Ullman****, IDG Sweden,* ***Henriette Pedersen****, sales coordinator; and* ***Bettina Thomasen****, key account manager.*



Exhibitors set up their booths in a former train repair warehouse with signage and sets that lent a uniform look to the show floor.

Ullman took away good ideas for speakers for her own events, inspiration about new event formats and an appreciation for what her Danish colleagues created out of a barebones venue.

"Having booths that were very similar gave a clean and modern touch to the event," she said. She also had a chance to brush up on her Danish ("a challenge, especially when speaking over a walkie-talkie!").

"With so many elements happening with this event, I needed help from someone experienced and who I could trust to do the job without much time from me," Møller said. "I think it's much better for us to help each other instead of hiring people in. It gives us new ideas for events we might do in our own country, and at the end of the day, we are one company."

For their next gig, Ullman and Møller are collaborating on how to get more Danish visitors to Webbdagara in Malmö, Sweden, on Oct. 24, and Møller will be assisting onsite.

Write to Maibritt Møller. ■

ıoteworthypeople

New employees

Venkatchari

New at the Dubai offices of **IDC Middle East, Turkey & Africa** is Senior Program Manager **Ashwin Venkatchari**. He was previously category manager, Printers with Jumbo Electronics, managing the distribution of Hewlett-Packard and Samsung printers in the MEA region. He earned an MBA from the École Nationale des Ponts et Chausees in Paris and enjoys sports, exploring new cuisines and gardening. avenkatchari@idc.com

Kozma

Also new at **IDC MEA** is Consulting Manager **George Kozma**. He was previously a senior consultant at Gartner Consulting France in charge of developing and implementing consulting for leading European companies. He holds a B.S. in computer engineering from New York State University, an M.A. in project management from the École de l'Innovation Technologique in Paris as well as an executive M.A. in business strategy from the École Supérieure des Sciences Économiques et Commerciales. He was recently a member of a non-governmental organization in Paris that promoted the exchange of IT expertise between France and Lebanon. gkozma@idc.com

El-Ghazzawi

IDC MEA has hired **Ashraf El-Ghazzawi** as a research manager, a title he held at his previous job with Nielsen UAE. He earned a B.A. in economics from American University in Cairo and enjoys camping, jogging and travel. aghazzawi@idc.com

Jessica Papachriston joins **IDG Enterprise** as a data marketing specialist. Most recently a sales and marketing analyst at Barton Associates, Jessica earned a B.A. in marketing from Assumption College in Worcester, Mass. jpapachriston@idgenteprise.com.

Transfers

Agata Joseph joins **IDG Global Solutions** as director, International Sales. She began her career with IDG in 2002 when she joined Network World as a sales coordinator. In 2006, she moved into a sales role at InfoWorld managing the Northeast territory. During her tenure at InfoWorld, she won the prestigious Salesperson of the Year and New Business awards. In 2010, she moved to IDG Poland to help develop their custom solutions portfolio and integrated programs for key clients such as Microsoft and IBM. This year, she moved back to the U.S. and has been working on the ITworld brand for IDG Enterprise. agata_joseph@idg.com

Returning employees

Subramani

Senior Research Analyst **Swapna Subramani** returns to **IDC MEA** from her role as senior analyst for enterprise software with The 451 Group in San Francisco. Her previous title with IDC MEA was research analyst for consumer products. She holds a degree in electrical engineering from Canada's University of Alberta, as well as an MBA in marketing from the Symbiosis Institute of Business Management in Pune, India; she is currently pursuing at Ph.D. in technology management from the Indian Institute of Technology in Mumbai. In her free time she enjoys adventure sports, travel and dancing. ssubramani@idc.com

Send us your news

Do you have an idea for a great story to share in World Update? Drop us a line and tell us about it or use the form on IDG Central to give us a heads up.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Paula DeMeo *IDG*
Mandie Johnson *IDG U.K.*

20
Zdena Vratislavova *IDG Czech Republic*
Dawn Kezer *IDG Communications*
Don Young *IDG World Expo*

17
Kathy LaPorte *IDG Communications*
Albie Minkovitz *IDG Research*

16
Stephen Drake *IDC*

15
Tanja van Bladeren *IDG Netherlands*

14
James Nagle *IDC*

13
Jim Galbraith *IDG Consumer & SMB*
Paul Honens *IDC*
Fernando Munoz *IDG Spain*
Jay Gumbiner *IDC Miami*

12
Brian Klatt *IDC*
Cheryl Patfield *IT World Canada*

10
Ladislav Piprek *IDG Czech Republic*

9
Laura Blackwell *IDG Consumer & SMB*
Anna Boulware *IDG Global Solutions*
Anh Nguyen *IDG Vietnam*
Vinicius Tadeu Flores *IDC Brazil*
Mitsuyoshi Nishimura *IDC Japan*
Susanne Schreiner *IDG Germany*

8
Linda Cavanagh *IDG Connect*
Veryl Wilcox *IDC*
George Hoffman *IDC Japan*

7
Andy Fong *IDC*
Johanna Billenman *IDG Sweden*

6
Hirotoshi Asano *IDC Japan*
Mitsuhiro Iriya *IDC Japan*

5
Pete Longo *IDG TechNetwork*
Henriette Blume Pedersen *IDG Denmark*
Dean Geary *IDG Global Solutions*

3
Ales Langer *IDG Czech Republic*
Hubert Pawelczyk *IDG Poland*
Dominik Tomaszewski *IDG U.K.*

2
Radan Dolejs *IDG Czech Republic*
Shannon Davis *IDG TechNetwork*
Diana Bude *IDG Sweden*
Alex Kwiatkowski *IDC U.K.*
Lutz Pelzl *IDG Germany*

1
Marcus Carter *IDG TechNetwork*
Edileuza Soares *Now Digital Business*

continued from page 3

One on One

grams of protein. Carbs, candy and sugar-loaded snacks will only slow you down, while protein will give you longer lasting energy. Sometimes there's no time for a sit-down meal so these are perfect while waiting in lines or walking to meetings. My go-to is usually Zone Perfect because they taste pretty good, and they're available in bulk at Costco.

- Phone charger or USB cable — my phone typically won't make it through the day without being plugged in. Bring these items so that you can power up when you have the chance.
- Headphones — at a crowded show it will be hard to hear your laptop or tablet speakers if you're watching a video. And sometimes a nice sanctuary from a busy show floor is one or two tracks of your favorite music. I like these earbuds from Klipsch because they do a good job cancelling out noise and are lightweight. ■

unsunghero

Anne McDonald

Senior editor, News

IDG Consumer & SMB

IDG Consumer & SMB Editor ***Philip Michaels*** *named Senior Editor, News* ***Anne McDonald*** *his group's Unsung Hero. "Anne has a passion for improving the quality of writing on our sites, whether it's overseeing the intern program for IDG CSMB or working with our staff to liven up their news and feature articles. She constantly rolls with the punches of the daily news business and never hesitates to jump in whenever an extra pair of hands is needed."*

Home Alameda, Calif.

Title Senior editor, News for TechHive.com, PCWorld.com, and Macworld.com

Primary responsibilities I work within a team of editors and reporters that makes sure the best, most important tech news gets on all three websites as soon as possible. I assign stories, edit them, dress them up with art, photography and/or video and get them live as fast as I can.

Three things I do in a day's work

- Edit writers' stories to make them better without making them my own.
- Help plan our coverage of major conferences and events such as International CES, Mobile World Congress, E3 and others. For the larger shows, we send a great number of staffers and have three shifts of home teams processing the news 20 hours a day.
- I manage our editorial intern program. During their six- to nine-month stints, I teach interns how to become tech writers as well whip them into shape to be useful extensions of and helpers for our staff.

What I love most about my job I'm lucky to work daily with many of the most interesting, knowledgeable tech writers in the business, both on staff and with our contributors.

Latest accomplishment At least three interns I trained have been hired as staff members.

Career highlights

- Edited PCWorld's first story to hit a million page views online: 2005's "50 Greatest Gadgets of the Past 50 Years."
- Took over PCWorld's online news editing job in 2004 and greatly upped expectations of what could be done with news on the site.

IDGTechNe
Ma

One of ***Anne McDonald's*** *many tasks is to help plan coverage of major conferences and events.*

What I'm doing to be a better employee I try to approach each new day as a fresh chance to learn something myself and a chance to teach something to someone else.

Interests outside the office I'm very involved in training and enjoying my two Chihuahua mixes, Ruby and Fizzy (with the help and support of my wonderful husband). I take great advantage of the rich arts culture in the San Francisco Bay Area. I also am a fanatic and lifelong Boston Red Sox baseball fan.

What others can't tell just by looking at me I ran my own successful business in San Francisco from 1990 to 2000, teaching private creative writing classes for women. I worked as an editor at the investment bank that took Apple public, served as an assistant metro editor at the San Francisco Examiner. My parents met while working at the Washington Evening Star newspaper. My life has been all about words and news!

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Howard Sholkin *IGS*
Anh Truong *IDG Vietnam*
Ulrika Ullman *IDG Sweden*

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

29 APRIL 2013 | VOLUME 43, NUMBER 17 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

One-day DEMO Mobile showcases innovative mobile products

More than 500 companies vied to be among the 23 that were invited to give a four-minute Powerpoint-less presentation on the DEMO stage.

SEE MORE ON PAGE 4

Top News

CFOworld Sweden tries premium subscription offer

IDG Connect Marketers site honored

PC Advisor staff, IDG U.K. shortlisted for AOP awards

One on One: IDG Sweden's Christer Björkin

New CSO awards program added to Security Confab

The annual CSO40 Security Confab added an awards program and drew 200 security and IT decision makers.

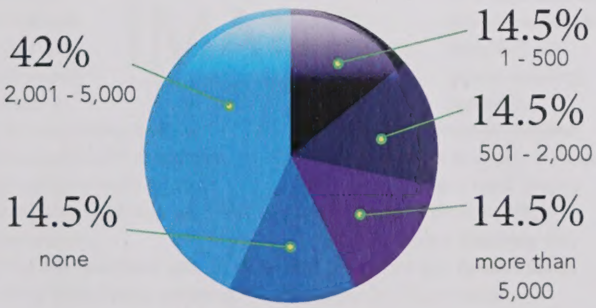
SEE MORE ON PAGE 6

Unsung Hero: IDG World Expo Marketing Specialist Kristin Dacey is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

How many songs are in your digital music library?



Log on to www.idgcentral.com to vote on this week's question:

What do you use your tablet computer for most often?

CLICK HERE

Employees explore IDG business, strategy at EMMI

Nineteen employees from five European business units gathered in Madrid, Spain, earlier this month for the three-day European Media Management Institute.

SEE MORE ON PAGE 6

CFOworld Sweden tries premium subscription plan to boost reader revenue

With both print and online ad sales currently performing at acceptable levels, staff at IDG Sweden's CFOworld are looking to boost reader revenue with a premium subscription package. "CFOworld has reached a good revenue stream where ads are concerned but lacks important subscription/visitor revenues," noted Publisher /Editor-in-chief **Dennis Lodin**. "While we will continue to push for increased ad revenues, for the second half of FY 2013 I will put a lot of effort into increasing revenues from readers and visitors."

Dennis Lodin, publisher/editor-in-chief, and Helena Nordh, editor, comprise the entire staff of CFOworld. Nordh writes about a quarter of the content and the rest is contributed by a number of industry experts.

Included in the premium subscription package are:

- Nine print issues.
- Free passes to two CFOworld events (subscribers may choose from the four events CFOworld runs each year).
- A copy of the "CFO Report 2013," which is based on an in-depth survey conducted each year among CFOworld subscribers designed to uncover shifting responsibilities, business trends, best practices and more.
- Access to gated premium content on CFOworld.com.
- Special offers including golf tournaments and wine tastings.

A regular one-year subscription to CFOworld costs 1,500 SEK (US$233). The premium package is priced at 4,900 SEK ($762). To date, 20 readers have converted to the new package following the initial mailing. Lodin said he hopes to convert approximately 600 of the publication's 12,000 subscribers by the end of the fiscal year.

Lodin said gated content will include exclusive research and longer features written by well-known CFOs and other industry experts.

A golf tournament, which is free for premium subscribers, is scheduled for the end of June. Non-premium subscribers may participate for SEK 2,695 ($406). In addition, a popular golf and country club in the Stockholm area has extended an exclusive membership offer to premium subscribers.

For more information, contact Dennis Lodin. ■

IDG Connect Marketers site honored

The IDG Connect Marketers site recently won two Interactive Media Awards for B2B website and blog.

According to IDG Connect International Editor **Kathryn Cave**, IDG Connect Marketers is a company media kit/marketing website aimed at global B2B marketers that blends blog-style content marketing with case studies, opinions and analysis.

"The site launched last May with a blog series covering new IDG Connect research into marketers' perceptions of tablet growth," Cave said. The site's blogs are written by IDG Connect International staff and freelancers. Among the contributors are IDG Connect Analyst **Bob Johnson**, who writes a weekly opinion column; IDGC Marketing Specialist **Jessica Maxwell** provides a news roundup every Monday.

Cave said much of the content comes from external contributors, such as senior marketers from IBM and local marketing agencies.

"We are extremely pleased by this win, which is clearly a testament to all the hard work Jessica Maxwell, Bob Johnson, [Web Content Librarian] **Kate Hoy** and [e-Content Writer] **Ayesha Salim** have put in," Cave said.

The U.S.-based The Interactive Media Awards recognize the highest standards of excellence in website design and development and honor individuals and organizations.

For more information contact Kathryn Cave. ■

PC Advisor, IDG U.K. shortlisted for prestigious industry awards

The London-based Association of Online Publishers has two IDG entries on shortlists for its upcoming Digital Publishing Awards. Last week it announced that PC Advisor was nominated for Best Editorial Team and IDG U.K. for Best Digital Publisher/B2B.

Judges from within the industry as well as outside experts considered more than 250 entries in 18 categories before announcing the finalists.

"In my view the PC Advisor editorial team is the best in the U.K. bar none, but it's thrilling that our peers recognize our efforts in this way," said PC Advisor Editor **Matt Egan**. "The period considered by the awards team was a challenging one, but the team showed great passion and commitment, had some really smart ideas and were prepared to give new things a try in order to get the job done."

For the editorial team category, judges looked for evidence of the team's enterprise, creativity and performance in achieving outstanding success for the site or digital platforms. Best digital publishers were evaluated on outstanding achievements, with evidence of a strong strategic vision, enterprise and innovation and growth of the business.

Winners will be announced at a gala reception on June 6.

For more details visit the AOP site. ■

OneonOne

Christer Björkin

IDG Sweden

The CEO of IDG Sweden is this week's columnist. Reach him at christer.bjorkin@idg.se.

> "We have earlier proven that professionals are willing to pay for high-quality content both in print and online. Our belief was that it should also be the case when it comes to bringing the brand to live events, and we can now say that we were right. Our attendee revenues from our events will be 30% higher this year."

Q Can you describe IDG Sweden's event strategy?

A In FY13 we will offer approximately 70 events and conferences, not including round tables. They vary in size from smaller ones with 50 participants to our flagship conference Webbdagarna, which this year in March had 1,500 visitors (sold out). The revenues from visitors at Webbdagarna alone was US$850,000 (up 37% over last year), and at the same time we increased our sponsorship revenue by 28% over 2012.

We have recently shifted our event model from mainly sponsored events to conferences with a clear editorial focus and a visitor fee for attending. We wanted to apply the same model live that we have in our print and digital businesses. That means we promise the highest editorial quality in all channels whether it be print, digital or live. We have earlier proven that professionals are willing to pay for high-quality content both in print and online. Our belief was that it should also be the case when it comes to bringing the brand to live events, and we can now say that we were right. Our attendee revenues from our events will be 30% higher this year. Attendees' willingness to pay also has a positive effect on sponsorship revenues as customers appreciate the high-quality environment and very active audiences.

Another example where this has worked very well is Computer Sweden´s two new event series regarding security and mobility, which sold out with high attendee numbers. We see the same trend for our CFO brand, Cap&Design, Public Media (our group of brands and services focusing on procurement in the private and public sectors), Miljoaktuellt (our brand targeting environmental and corporate responsibility issues in print, digital and many events), Life Science and TechWorld brands. We are also implementing this strategy in our CIO brand, which used to be mostly sponsored events.

Finally, another very positive aspect of making the event business a highly integrated part of the brands is the editorial engagement. As this is now as natural as our written content we can integrate live content with our day-to-day storytelling. The timeliness improves as does the feeling that we speak with one voice in different channels. I am truly impressed by all the different teams building our new event and conference strategy and putting IDG in the forefront by taking our brands live to our audiences.

Q What's going on with your mobile business these days?

A This year we have launched 17 new mobile sites that enable us to present our content in a modern way with designs that are in the clear forefront of our industry and make me extremely proud. We are trying to adapt to the fact that design is becoming very important in the B2B world in a way it was not previously. We still believe mobile will change our business in a big way and are trying to identify new services that are tied to the mobile platform. We also have organized our sales team so that we now have a manager for mobile advertising. For our advertisers and media agencies we will continue to organize breakfast seminars on our premises in which we discuss the latest trends in mobile advertising.

In order to give all of us a chance to learn more we arranged a Mobile Day for all of our employees focused on training and inspiration. The main idea is to inspire and inform employees in order to create awareness of possibilities today and in the near future.

Q Are you seeing shifts in readers' content-consumption behavior?

A Yes we are clearly seeing a continuous shift towards mobile platform consumption and also towards using mobile in a more professional context. More and more of our readers are using their mobile devices to download and read reports. There is also a big increase in viewing professional videos — both editorial as well as advertorial.

Q Are you actively pursuing any new reader revenue efforts?

A One example is events and conferences that I talked about above. We are also pushing hard to find new services that we can offer our subscribers. These might include things like guides, shopping sites, tips, price comparison apps, alerts and so on. Mainly, though, we are changing the way we sell subscriptions so that we have 100% digital subscription offers, combinations of digital and print or even time-limited digital offers. For some brands we are experimenting with changing the subscription term to a membership to focus our offer on the actual content instead of a particular product.

Q Where do you focus the majority of your

continued on page 5

One-day DEMO Mobile first to focus on a vertical industry

"Mobile first" has become an IT industry-wide imperative. The team behind IDG Enterprise's DEMO events took that literally and last week produced its first DEMO event focused solely on the mobile vertical market. Held in San Francisco and tagged "The Future Is In Your Hands," it was also the first one-day DEMO product-showcase event, down from the usual two days.

"Focusing on just mobile gave us the ability to be highly selective in terms of the companies that were chosen as demonstrators, as well as the composition of the audience who were all people focused on the mobile space," said **Neal Silverman**, IDGE senior vice president and general manager of DEMO.

He added that the one-day, one-focus format meant that the event's slate of products that are moving the mobile industry forward kept DEMO Mobile an intensive experience.

From a pool of more than 500 start-up companies looking to demonstrate their products on the DEMO stage, DEMO Executive Producer Erick Schonfeld and a panel of judges chose 23, including three from outside the U.S. Four hundred and fifty IT innovators, influencers and investors paid an average of $650 to attend, packing a conference room the University of California/San Francisco's life sciences campus.

"DEMO is the gold standard — not the bitcoin standard — for launch conferences," Schonfeld said in his welcoming remarks. "The start-up launch environment has changed in the last 20 years, similar to the way the computer industry has shifted an order of magnitude from the era of PCs to the mobile era with its smartphones and tablets. We scoured the world looking for the best ideas and entrepreneurs to demonstrate their products live."

The mobile products were divided into five categories — health, work, frontiers, platform and social — each with a discrete panel of three industry judges.

At traditional DEMO events, companies across a broad range of industry segments have six minutes to present their products (no PowerPoint presentations are allowed). After each category has been completed a panel of judges offers group feedback. (Among the products and companies launched at DEMO events in the last 22 years are E-Trade, TiVO, Adobe Acrobat, VMWare and Picasa.)

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DEMO

***Neal Silverman**, IDGE senior vice president and general manager of DEMO, welomes attendees to last week's DEMO Mobile.*

This format was tweaked slightly for the one-day DEMO Mobile. Demonstrators had only four minutes on stage but were given the chance to interact for another four minutes with the judging panel about their product immediately after their presentation.

"In the mobile space, you should be able to give a good product demo in four minutes if you jump right into it," Silverman said. "Then the demonstrators could address the judges' questions and concerns directly instead of being part of a category overview." He added that a bonus to the four-minute format was shorter product demonstration videos for the DEMO.com site. "People are more apt to consume shorter videos than long," Silverman said.

> "DEMO is the gold standard — not the bitcoin standard — for launch conferences."
>
> *Erick Schonfeld*

There were also six 90-second demonstrations from university students or student-run companies. Among them were LightLibrary, which allows users to purchase e-books of hard-copy books they already own at a discounted rate, and Travefy, which solves the coordination of group travel by allowing users to socially vote on optimum dates and locations and collaborate on trip details. (For a complete list of profiles and videos from

continued on page 5

continued from page 4

DEMO Mobile

the demonstrating companies go here.)

Between category demonstrations there were panel discussions on attracting and retaining mobile users, remote-control apps and how mobile entrepreneurs can keep their start-ups lean. Vinod Khosla, noted investor and founder of Khosla Ventures, also spoke on how to identify and profit from industry shifts.

At the end of the day, the judges voted on which demonstrators in each category had exhibited the most promise to thrive in the mobile marketplace, as well which gave the best presentations. The winners were the following:

- Kinsa Smart Thermometer: A low-cost smartphone-connected thermometer, that, along with its app, can offer more valuable health information than just a temperature, allowing users to provide other symptoms to health care providers.
- Panacast: A real-time, panoramic-HD multi-image video camera and server that delivers a 200°-wide video stream to any personal device.
- Volio: An interactive digital mobile platform in which users interact one-on-one with pre-recorded video driven by the user's voice.
- MakerSwarm: Reimagines application creation as collaboration among swarms of connected products, letting users build tools directly on devices in a matter of minutes.
- Beer Hunt: An app combining social competition and entertainment to cater to craft beer lovers.

More than 40 companies sponsored the event, which was covered by 75 members of the press. Microsoft Corp. was a Cornerstone Sponsor and was given 10 minutes on stage to talk about Windows 8 opportunities for developers. "Microsoft has a significant product to demonstrate — Windows 8 — and they are all about supporting developers to create Windows 8 applications," Silverman said. "Several hundred international companies submitted Windows 8 apps to Microsoft for review. They selected 50, and we chose two to launch at DEMO. That way, we could profile Microsoft's Windows 8 developer program on stage and provide rich content for our attendees."

DEMO
Michael
ATTENDEE

(L-R): **Neal Silverman**, IDGE senior vice president and general manager of DEMO, DEMO Executive Producer **Erick Schonfeld** and IDG Enterprise President & CEO **Michael Friedenberg** at last week's event.

> "We're exploring one-day events for other vertical markets in 2014. The economics work well, and they increase interest in our larger DEMOs."
>
> *Neal Silverman*

The one-day vertical DEMO format is "a new model that worked," Silverman said. "We're exploring one-day events for other vertical markets in 2014. The economics work well, and they increase interest in our larger DEMOs."

Silverman said the one-day format can be licensed to other IDG business units and licensees interested in launching their own DEMO Mobile. Interested parties should contact him at nsilverman@nww.com.

DEMO Europe (Russia) will be held June 3-4 in Moscow; DEMO Brazil is June 25-26 in Sao Paolo; DEMO China Fall will be in Hangzhou; DEMO Africa returns to Nairobi, Kenya, in October, 2013; and DEMO Fall 2013 will be held Oct. 15-17 in Santa Clara, Calif. For more information go to DEMO. ■

One on One

time these days?

A I spend much of my time meeting with customers and external partners. I try to be part of sales calls and also meet them in other situations where I do my best to find out where our customers' true challenges lie and then work out what we as a company can do to help them.

I am also spending time learning more about programmatic buying and understanding how we can take best use of this change in ad buying. This will also widely affect the way we market our audiences to advertisers and create a need for changes in how we are working internally. ■

Employees explore IDG business, strategy at EMMI in Madrid

Front row (L-R): IDG Netherlands Site Manager **Duco Berghuis**, IDG Direct Team Leader **Tom Stakelum**, IDG Spain Editor **Barbara Madariaga**, IDG Global Solutions **Helen Savage**, IDG Netherlands Business Media Product Manager **Joey Noordhorn**, IDG U.K. Financial Controller **Franco Spinelli**, IDG Germany Events Director **Susanne Schubert**, IDG U.K. Tech Media Sales Director **Steve Marshall**, TechNetwork U.K. Sales Director **Jonny Busse** and PC Advisor U.K. Editor **Matt Egan**. Second row: IDG Sweden Business Manager **Ingemar Jansson**, IDG Germany Deputy Editor-in-chief **Christian Moeller**, IDG Spain Editor **Encarna Gonzalez**, IDG Germany Key Accounts Sales Director **Sandra Holleber**, IDG Netherlands Lead Developer **Mark Nederpelt**, IDG U.K. Program Development and Delivery Director **Joao Felizardo** and PC-Welt Vice Editor-in-chief **Christian Loebering**. Back row: IDG Spain Editor **Fernando Muñoz** and IDG Germany Custom Solutions Group Director **Markus Pilzweger**.

Nineteen IDG employees from five European nations came to Madrid, Spain, earlier this month to participate in IDG's European Media Management Institute (EMMI). The EMMI is a long-standing training program that allows participants to step out of their day-to-day role and country to learn more about IDG business and strategy happening across the globe. Participants heard from a variety of IDG leaders and managers on many business aspects. Participants also work on a case study throughout the three-day program that immerses them in a fictitious business scenario, encouraging them to put into practice many of the things they are learning at EMMI. For more information contact IDG Training and Development Director Laurie Butson.

New CSO awards program honors high business value security projects

*CSO VP/Publisher **Bob Bragdon** presents one of the awards to Kim Keever, vice president of information security and controls, Coca-Cola Refreshments.*

IDG Enterprise's Security Confab conference expanded this year to include a new awards program. The CSO40 Security Confab + Awards, held April 2-3 at a resort in Braselton, Georgia, drew 200 security and IT decision-makers and focused on "Defining the Future of Security and Risk."

The awards recognized 40 security projects and initiatives, judged by an independent panel of industry leaders and CSO editors, that have delivered groundbreaking business value through the innovative application of risk and security concepts and technologies.

The conference program featured several representatives of award-winning organizations who shared their company's security challenges and solutions regarding mobility management and security, cloud security, security intelligence and other areas.

Underwriters Accellion and Websense led the lineup of sponsors, which included 13 other partners.

One of the hallmarks of the conference is an agenda that mixes keynote sessions and panel discussions with short format (15- to 20-minute) presentations that enables a variety of thought leaders to share their experiences with peers.

Write to CSO Publisher Bob Bragdon.

noteworthypeople

New employees

Jägerstig

New at IDG Sweden is **CFO World Sweden** Account Manager **Lasse Jägerstig**. He held a similar title at his previous employer, Swartling Bergstrom Media AB where he sold largely for Auto Motor og Sport and Svenska Möten magazines. He has four years of technical training from Nacka Gymnasium and enjoys travel, skiing, playing hockey and spending time with his three children. lasse.jagerstig@idg.se

Schönhoff

Also new at **IDG Sweden** is Account Manager **Henrik Schönhoff**. Previously in field sales at Iceman Sport Extreme, working with 100 resellers of GoPro, the wearable camcorder, he studied sales and marketing at Sweden's IHM Business School. In his free time he enjoys dining, working out and travel, "both to warmer countries and to the mountains for snowboarding." henrik.schonhoff@idg.se

Bartolomei

Jenna Bartolomei joins **IDG Enterprise** as a client services coordinator, coming from her role as assistant manager with Education First: Go Ahead Tours. A graduate of Keene (N.H.) State College, she holds a B.S. in business management. Away from her desk she enjoys yoga, baking, jogging and country music concerts. jbartolomei@idgenterprise.com

Homnick

IDG WORLD UPDATE

Previously an intern with **IDG Consumer and SMB**, **Mike Homnick** joins the staff full time as a digital imaging specialist. He holds a B.A. in visual journalism from Western Washington University in Bellingham, Wash., and enjoys recording music, hiking, tennis, cycling — "basically anything outdoors." mhomnick@idgcsmb.com

Zeng

JOE MOLA

Nicole Zeng Yan-Ting joins **IDC China**'s Beijing office as director, Channel. She has 15 years of experience in channel management and marketing with Microsoft Corp., Motorola, Hewlett-Packard and most recently NVIDIA where she was channel marketing manager. She earned a B.A. in English literature from Capital Normal University in Beijing and an M.A. in business administration from Beijing's University of International Business and Economics. Away from the office she enjoys reading, music and nature travel. yzeng@idc.com

Tang

IDC Singapore has hired **Jess Tang** as finance executive, a title she held at her previous job with Jaya Shipbuilding and Engineering Pte. Ltd. She earned a diploma in certified accounting from the U.K.'s Association of Chartered Certified Accountants and enjoys shopping, singing and dining. jesstang@idc.com

Lee

Seng Joe Lee is **IDC Malaysia**'s new associate market analyst, studying virtualization and datacenter vendors strategies. A recent college graduate, he holds a degree in enterprise computing from Malaysia's Asia Pacific University. In his free time he enjoys working out, PC games, drawing and is currently working toward a scuba diving license. sjlee@idc.com

Soo

Also new at **IDC Malaysia** is Market Analyst **Jeremy Soo**. He has previously worked in custom research for clients in telecommunications, IT and manufacturing. A graduate of Kuala Lumpur's HELP University College with a degree in IT, he enjoys standup comedy, gaming and sports. jsoo@idc.com

Murray

Previously a stockbroker and economic consultant, **Bradley Murray** joins **IDC Australia** as a Telecommunications associate market analyst. He earned a B.A. in economics and finance from Queensland, Australia's Griffith University and is currently pursuing an M.A. in applied statistics from Sydney's Macquarie University. bmurray@idc.com

Information for the Noteworthy section may be send to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Brian Clarke *IDC*

21

Trace Weatherford *IDC*
York von Heimburg *IDG Germany*

20

Malgorzata Brudniak *IDG Poland*
Mary Dolaher *IDG World Expo*

18

Karen Smalarz *IDG*

16

Robert Amatruda *IDC*

13

Dagmar Schütze *IDG Germany*

10

Linda Grier *IDC U.K.*
Nelva Riley *IDG*
Duncan Newell *IDG Enterprise*

9

Rene Heuser *IDG Germany*
Christine McKay *IDG Enterprise*
Lynn Holmlund *IDG Enterprise*

8

Rachan Reddy *IDG Ventures Vietnam*

7

Akiko Kawakami *IDC Japan*
Manfred Riepl *IDG Germany*
Scot Finnie *Computerworld*

6

Lars Dobos *IDG Sweden*
Marie Jerbrant *IDG Sweden*
Merete Midtgaard *IDG Denmark*
Hitoshi Ichimura *IDC Japan*
Daniel Feith *IDG Germany*

5

Jay Chou *IDC*
Regina Hermann *IDG Germany*
Sven Hollunder *IDG Germany*

4

Jeroen Boer *IDG Netherlands*
Marius Flückiger *IDG Switzerland*

3

Nathalie Feeney *IDC France*
Benjamin Tumminaro *IDG Netherlands*
Luiz Mazzetto *Now!Digital Business*
Halyna Kubiv *IDG Germany*
Monika Kukulj *IDG Germany*
Joern Leue *IDG Germany*
Brian Zimmerman *IDG List Services*

2

Leonardus Sumarta *IDC*
Semir Jasarevic *IDG Sweden*
Lan Duong *CEO & CIO Club/Vietnam*
Talitha Voerman *IDG Netherlands*
Sjors de Haan *IDG Netherlands*
Arnaud Gagneux *IDC U.K.*
Spencer Izard *IDC U.K.*
Dennis Steimels *IDG Germany*

1

Dinh Vuong *IDG Vietnam*
Duc Nguyen *IDG Vietnam*
Rocio Aguillar Trujillo *IDC Mexico*
Maria Frank *IDG Germany*
Jacob Herstein *IDC Consumer & SMB*
Jennifer Lamb *IDG Consumer & SMB*

unsunghero

Kristin Dacey

Marketing Specialist

IDG World Expo

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thanksto

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Dennis Lodin *IDG Sweden*
Melissa Messier *IDG World Expo*
Neal Silverman *IDG Enterprise*

IDG World Expo VP Marketing ***Melissa Messier*** *named Marketing Specialist* ***Kristin Dacey*** *her team's Unsung Hero. "Kristin is a terrific asset to our team. Her ability to complete projects on time, her dedication, dependability and enthusiasm along with a strong commitment to excellence make her not only a valuable employee but a pleasure to have on the team. I am fortunate to work with her."*

Kristin Dacey *joined IDG World Expo in December 2008.*

Home
Sudbury, Mass.

Current title
Marketing specialist, focused on the E3 and FutureM brands.

Primary job responsibilities
I brainstorm, design and execute marketing initiatives for E3 and FutureM, as well as assist in projects for our other events.

Three things I do in a day's work

- Code something. Whether it be an update on our website or creating an e-mail template, there is bound to be HTML code open somewhere on my desktop.
- Interact with, explain something or solve an existing issue with a current client or exhibitor.
- Design or edit a piece of marketing/sales collateral to keep our material fresh.

What I love most about my job
I love wearing the different hats, constantly brainstorming and never having the same day twice. One of the best, yet most stressful, parts of my job is never knowing exactly what can come across my desk on a given day.

A hot-button issue I'm dealing with on the job
How can we most efficiently optimize, implement and use mobile as an effective tool for attendees, exhibitors and sponsors throughout our portfolio? Same goes for video.

Latest accomplishment
This year, I was named one of the International Association of Exhibitions and Events' "20 under 30," a program highlighting event marketers under the age of 30.

Career highlight
I still smile ear-to-ear when I read through the launch data for the 2012 E3 Mobile App. The app, which hit its 2012 peak as the iTunes fifth most-downloaded app, boasted 90,000 downloads in less than two months and served as a proud career moment for this mobile geek.

What I'm doing to be a better employee
The best way to stay ahead in the events industry is by being the expert, so I'm always trying to learn. There's an opportunity to learn in every meeting, on every call and in every e-mail. It's rare to see me without a notebook and a pen.

Interests outside the office
I am a football and college hockey junkie.

What others can't tell just by looking at me
I'm a trained dancer, I've never missed an episode of "Grey's Anatomy" and I only read historical non-fiction books.

Do you know a person whose contributions help ensure the group's success? Write to IDG World Update.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

22 APRIL 2013 | VOLUME 43, NUMBER 16 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

IDGNL adopts mobile-first approach, relaunches sites

IDG Netherlands B2B sites — Webwereld.nl, Computerworld.nl, CIO.nl and ITLibrary.nl — are among the first responsive design sites for IDG in Europe and the first in the Netherlands' IT media market.

SEE MORE ON PAGE 4

Top News

Dell turns to IDG Korea as content marketing partner

One on One: IDG Training & Development's Alana Dros

IDG India events lineup includes financial services, custom programs

IDG Sweden this month launched the IDG School of Digital Publishing to enhance employees' digital skills.

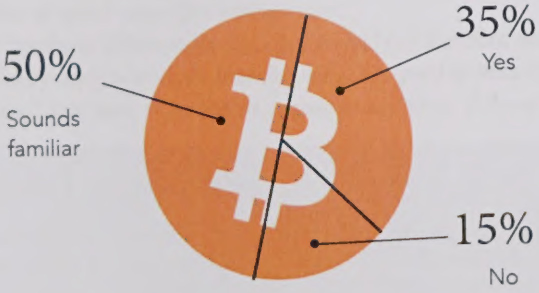
SEE MORE ON PAGE 6

Unsung Hero: IDG Sweden Developer Emma Karlsson is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

Are you familiar with bitcoin?



Log on to www.idgcentral.com to vote on this week's question:

How many songs are in your digital music library?

CLICK HERE

A Marathon Monday like no other

Staff at IDG's 1 Exeter Plaza headquarters were unharmed by the bombs that exploded nearby during last Monday's Boston Marathon. Both IDG and IDC have announced that they will each make a $15,000 contribution to One Fund Boston, a fund that has been created by Boston-area corporations to aid the victims and their families.

SEE MORE ON PAGE 7

Dell turns to IDG Korea as content marketing partner

When Dell wanted to rebrand itself in South Korea earlier this year as an end-to-end solutions provider and not just a traditional hardware manufacturer, it turned to IDG Korea as a content marketing partner.

"We often find that IT manufacturers such as Dell are short on expertise and manpower when it comes to content marketing," said IDG Korea B2B Marketing Manager **Matt Kim**. "They need relevant content that will attract readers. Our sales team found that companies like Dell and HP are very interested in interacting with the IT community through blogs and eagerly accepted our proposal to do it for them."

(L-R): ***Yong Park****, IDG Korea interactive marketing executive;* ***Gina Ju****, IDG Korea marketing assistant; and* ***Sanghun Park****, ITWorld Korea editor.*

According to Kim, the standalone blog IDG Korea set up and operates for Dell "helps build audience relationships based on Dell's thought leadership. Dell provides us with extensive information about its product solutions, then we push those solutions on the blog by writing about the business-value benefits and best practices of using Dell products, providing the audience with links to specific product and service pages to promote Dell sales."

One to two new posts are added to the blog daily and include Dell industry news, deep dives into successful client solutions using Dell products, white papers, surveys, case studies and research reports. "We create content from scratch, curate third-party or IDG-owned content and re-use existing Dell sponsored content," said IDG Korea Marketing Assistant **Gina Ju**. "If necessary, we leverage Dell's global content assets after getting approval from Dell Korea in order to avoid copyright infringement."

"We try to differentiate the blog posts from standard news articles by using a smooth, friendly voice designed to attract more readers," Kim said. "Comments appear in real time, and we actively communicate with the blog's audience."

Ju said the IDG Korea affiliation on the blog is minimal. "We do not use our names on the blog posts," she said. "We try to make the blog look like a Dell blog."

According to Kim the blog has about 20,000 page views per month. "Dell's target was 100,000 page views before the contract expires this October. As of early March we were already at 50,000 page views," Kim said. The most popular topics related to social media and big data; the "Big Data Trends 2013" series drew a record 1,400 page views in a single day. "When you search 'big data' on [the popular Korean search engine] Naver (see sidebar), two posts from our Dell blog appear in the top 10 search results," Kim said. IDG Korea provides Dell with biweekly and monthly traffic summary reports.

"Our role for Dell is not just to produce content and operate the blog but to promote it and improve the audience's engagement with it," Kim said. "In the short term, Dell engages with a larger online community of IT professionals by providing it with relevant Dell news and resources. Longer term, Dell generates leads from that audience for future promotions." Blog readers do not have to register to view the Dell blog. "If Dell wants to run a lead-generation campaign, we send the audience to our Tech Library site where they must register to download content."

The Dell blog is not IDG Korea first attempt at content marketing. "We have been producing various types of assets for Dell, and its assets are placed in our Tech Library, which acts as a content marketing hub in which IDG Korea offers white papers as well as lead-generation options," Kim said.

IDG Korea has no local competitors in in the B2B content marketing space, according to Kim. "Some marketing agencies are doing social marketing for the clients," he said, "but they are focused on B2C and have a hard time creating quality content."

There is no dedicated content marketing team at IDG Korea. ITWorld and CIO Korea editors are responsible for producing the content, and the IDG Korea marketing team promotes that content and engages with audiences. The people behind the Dell blog include Ju, ITworld Korea Editor **Sanghun Park** and IDG Korea Interactive Marketing Executive **Yong Park**.

According to Kim, IDG Korea is currently in talks with Hewlett-Packard about a similar content marketing campaign for this year.

Contact Matt Kim. ■

Naver bests Google

IDG Korea B2B Marketing Manager **Matt Kim** said that Google does not dominate Internet search in Korea. Local search engine Naver has a dominant market share of 70%, followed by another Korean search engine Daum with a 20% share. Google is a distant third with a 5% market share.

"Naver provides a blog-platform service, and its blogs are integrated with Naver SEO," Kim said. "So a Naver blog will always be favored in a Naver search. Our Dell blog is Naver-based, which allows us to connect with a larger audience. A Naver-based blog is also easily navigated and is optimized to build a content archive."

OneonOne

Alana Dros

IDG Training & Development

Alana Dros is a professional and management trainer for IDG Training & Development. A 15-year IDG veteran, she has developed and led workshops on the topic of recognition for the IDG Management Roundtable Series, the IDG Professional and the IDG Management Excellence Program. Reach her at alana_dros@idg.com.

> "This positive communication between employees can improve trust and relationships in the workplace leading to a more positive culture, higher job satisfaction and improved camaraderie."

Q How important is (non-monetary) recognition of job performance in the workplace?

A We all think that we do enough to recognize and appreciate our colleagues, direct reports, managers, leaders, children, spouses, etc. However, in reality, most people feel that the majority of their efforts go without even being noticed. In their book, *The Orange Revolution* (2007), authors Gostick and Elton tell us that 79% of employees who quit their jobs cite a lack of appreciation as a key reason for leaving. In that same study, 65% of North Americans reported that they weren't recognized even once in the prior year. There are a lot of folks out there feeling underappreciated!

What does recognition have to do with success? Gostick and Elton's insights come from a 10-year research study conducted by HealthStream, consisting of 200,000 interviews with managers and their employees which produced evidence that recognition has the power to improve not only employee morale but business results as well.

- Companies in the highest quartile of recognition of excellence report an operating margin of 6.6%, while those in the lowest quartile report 1%.
- Teams and offices who rated their manager as doing a good job of recognizing employee contributions also placed in the top scores for customer satisfaction, employee satisfaction and retention.
- Of the people who report the highest morale at work, 94.4% agree that their managers are effective at recognition. In contrast, only 2.4% of people who have low morale say they have a boss who is great at recognition.

Q Can non-managers contribute to recognition efforts?

A Even if you are not a manager, the praise and appreciation you deliver to your colleagues and teammates have the potential to make a huge impact. This could take the form of a few simple words of thanks, a pat on the back, public acknowledgement in a staff meeting, a written thank-you note, flowers, a gift card or an email of thanks with a copy to the person's manager. This positive communication between employees can improve trust and relationships in the workplace leading to a more positive culture, higher job satisfaction and improved camaraderie.

As individuals, we oftentimes we don't hear anything unless there has been a problem. Unfortunately, without positive feedback, we don't know which elements of our performance should be repeated. The best way to ensure that a positive behavior is repeated is to recognize it.

Q What are some good approaches?

A The first thing to keep in mind is to be specific. Telling someone they did a great job is nice, but it doesn't provide any information about what you valued about their performance or the behaviors that you'd like to see repeated next time. Let's take a look at a more specific way to recognize someone's efforts. If a training participant says to me "Alana, the session you delivered yesterday was so engaging and relevant to the challenges I am facing. You provided me with so many tools I can utilize right away! Thank you!" This recognition statement is much more descriptive that a simple "good job" and I can very easily identify the elements of my performance that were appreciated and should be repeated during the next training session.

Second, the recognition should be delivered as close to the event as possible. It you wait too long, the person may forget what it was that they did. Timely feedback is always much more impactful.

Third, you'll want to recognize the impact the person's actions had on the company, the project or you as an individual. Let's expand on the example used above. The training participant might also say, "I left the session feeling confident in my knowledge, the resources and tools available to me and motivated to tackle the challenges ahead." In this statement, I gain insight into the impact my actions had on my participant.

Last and perhaps most important, you should tailor your recognition to the individual. For example, imagine that I want to recognize you for going above and beyond on the latest project we've been working on together. On my way to work, I buy you a cup of coffee as a small thank you. However, you don't drink coffee. This was a thoughtful gesture on my part but a missed opportunity. Tailoring your appreciation to the individual makes it even more powerful!

Give it a try! Feeling appreciated is one of the most important needs that people have. Once you start regularly sharing your appreciation and gratitude with your colleagues, you may find that they and others reciprocate. Dr. Bob Nelson, an internationally recognized expert in the areas of employee recognition, rewards and motivatation tells us, "People may take a job for more money, but they often leave it for more recognition." Give it a try and make someone's day! ■

IDGNL adopts mobile-first approach, relaunches business sites on unified responsive platform

With "mobile first" as the approach and a profitable B2B engine as the goal, IDG Netherlands relaunched its Business Media websites — Webwereld.nl, Computerworld.nl, CIO.nl and ITLibrary.nl (formerly know as Whitepaperlibrary.nl) — on April 16. They are among the first responsive design sites for IDG in Europe and the first in the Netherlands' IT media market.

HANS KLUPPEL

Key staff members involved in the IDG Netherlands project include (l-r): ***Joey Noordhoorn****, product manager, Business Media;* ***Robin Kool****, project manager;* ***Robert Riphagen****, campaign manager, Lead Generation;* ***Koen Zijm****, developer;* ***Sander van der Meijs****, vice editor-in-chief, Business Media;* ***Maringo Vlijter****, publisher, Business Media;* ***Joshua van Meer****, designer;* ***Steve Dijkerman****, developer;* ***Wieland van Dijk****, editor-in-chief, Business Media.*

"To become digitally successful in a smaller B2B niche market we believe it's crucial to create one strong and efficient digital engine and organization," said Publisher **Maringo Vlijter.** "With our integrated brand strategy we have focused on digital scale, efficiency, monetization and becoming mobile future-proof. To increase audience reach, page views and time spent on site, we have to become part of our visitors' daily routine. This means serving the right business IT content, anytime, anywhere and on any device with a focus on user experience. Going live with our new sites brings the new strategy, the new processes and our new way of thinking alive."

During the past year, IDGNL has taken several steps to begin executing this strategy, including creating one editorial team, one sales team and a single sign-on for its Insider program (see sidebar, page 5). "Now, with the final step, we have one taxonomy, one content management system and one responsive design and navigation structure for all three brands and the white paper library," Vlijter said. "With this setup we will be better able to reroute traffic, deliver ad campaigns and grow Web-based lead generation."

Senior Web Developer **Steven Dijkerman** said that once they decided on pursuing responsive design, their research showed that building the mobile version first was the best way. "You begin with the most basic form of a website and then start upscaling it for each larger screen size. Because the smallest version has all the features it should give a good impression of the entire site and thus create a solid foundation. We incorporated dynamic scaling, so that no matter what the size of the device, the site always uses every last pixel and serves different ads from our ad management system for every format." The sites have five predetermined formats: mobile phone portrait and landscape, tablet portrait and landscape and a desktop version, all SEO optimized.

> "To become digitally successful in a smaller B2B niche market we believe it's crucial to create one strong and efficient digital engine and organization. With our integrated brand strategy we have focused on digital scale, efficiency, monetization and becoming mobile future-proof."
>
> *Publisher Maringo Vlijter*

While the team expects that the switch to responsive design will result in gains in monetization in the long term, in the short term they're confident they'll see growth in page views, audience reach, mobile traffic and a faster and more efficient time-to-market for ad campaigns and event microsites created by the IDGNL Strategic Marketing Services group,

Before the project began, the Business Media sites had four codebases and databases, each with its own separate content management system. From a development perspective, the goal was to make a single codebase, and all data needed to be managed from one CMS. "With the relaunch, all four sites have the same framework, structure, taxonomy and set of tags, but each retains its unique identity," said Product Manager **Joey Noordhoorn**, who shared the lead developer role with Dijkerman. "We can customize each site, and editors now have digital building blocks that let them have control over different elements, such as arranging sidebar elements by page type or adding marketing pro-

continued on page 5

continued from page 4

IDG Netherlands

motions, all without having to ask IT to make changes. Being able to adjust content quicker helps us to be even more relevant to our readers, and it's more cost effective, which also helps us to become profitable."

Among the enhancements on the sites are:

- One CMS results in improved traffic between the sites. For example, when Webwereld publishes an article about Cloud, the system selects related articles and white papers from Computerworld.nl, CIO.nl and ITLibrary.nl about Cloud and displays those links on the Webwereld site.
- ITLibrary.nl is an improvement over the old Whitepaperlibrary.nl. In addition to white papers and case studies, there are also trial versions of software, webcasts and webinars. The homepage, which can be adjusted as needed by an ad campaign manager, is fully focused on conversion. The website's search engine can search in headlines, body text and tags.
- SMS campaigns can be fully integrated. Advertisers can sponsor an editorial topic or create a mini-site that runs through the websites via a link in the left topic navigation bar. At the backend, the content of these campaign can be easily managed with the campaign section of the CMS.

IDGNL worked on the project using the Scrum methodology, which it uses now for all its projects. Scrum is an agile framework for completing complex projects. It was originally created for software development projects but works well for any complex, innovative scope of work.

"We subdivided the work for into four separate 'sprints' of two weeks each," Dijkerman said. "After each sprint we demonstrated what we had built for all the stakeholders. These meetings were very well received, and everyone involved contributed great feedback. This project had a lot of challenges, and we went at them head-first, and solved every one of them. I've very proud of what we've built."

Write to Joey Noordhoorn. ■

Laying the groundwork

During the past year, IDGNL has taken several steps toward executing its integrated brand strategy. The team consolidated all its business media databases into one and enabled single sign-on access across all B2B sites. It also launched Insider, a free program that offers various levels of access to content and services based on how much information the user is willing to supply. Recently, Insider expanded to include a personal briefcase function for readers to store articles and other pieces of content for future reference and comment on articles.

On the sales side, the Business Media team created a single sales team, and the Strategic Marketing Services business team was charged with selling solutions not simply brands. In addition, one editor was charged with focusing on commercial and events content.

Editorially, journalists that had been separated into a Webwereld.nl team on one side and Computerworld.nl and CIO.nl on the other were consolidated into one editorial department. Now, with one CMS underpinning all three sites, more integration is possible.

"With one editorial team we are better able to bring quality news and background stories to our readers in a more efficient way," said IDGNL Business Media Editor **Sander van der Meijs**. "And the new design and CMS empowers us to make easy adjustments on the sites to better serve our readers in a more efficient and faster way with need-to-know IT business information."

Manuel Pastor scores gift for hosting European Managers Meeting

*IDG Communications CEO **Bob Carrigan** (l) and IDG Spain Managing Director **Manuel Pastor**.*

IDG Communications CEO **Bob Carrigan** presented IDG Spain Managing Director **Manuel Pastor** a crystal football in appreciation of his hosting this month's European Managers Meeting in Madrid. The football is a reference to a memorable moment from Pastor's high school football career. While an exchange student in Pickering, Louisiana, in 1992, Pastor kicked a 41-yard field goal with three seconds remaining to beat the favored team led by a young quarterback named Peyton Manning.

IDG India events lineup includes financial services, custom programs

INFORMATICA WORLD TOUR
Bangalore 5 February 2013
Event Partner
IDG

IDG India Executive Editor ***Gunjan Trivedi*** *introduces the Informatica road show event in Bangalore. IDG was responsible for the event's audience development and execution.*

CIO Money Matters
The Tech Retreat for BSFI Leaders
Presents
The Year of Growing Differently
Associate Partners
anunta
ca
Canon
QlikView

IDG India Editor-in-chief ***Vijay Ramachandran*** *speaks at the annual CIO Money Matters event in Goa, India.*

IDG India's event team has had a busy couple of months with five branded and custom client events taking place across the country in February and March. All events were free to attendees, and total revenues from sponsors came to 6.8 million rupees (US$124,000).

Thirty attendees from across India were flown to a beach resort in Goa for the annual two-day CIO-branded Money Matters vertical event for the banking and financial services industry where CIOs from large banks and financial institutions presented case studies. Titled "The Year of Growing Differently," the event's four sponsors were also provided with speaking time. "The offsite format of this event is a huge networking opportunity and is seen as one of the most critical component of the event," said **Rupesh Sreedharan**, IDG India associate publisher. Attendees called the event "very well coordinated" and "a fantastic learning experience."

The Indian edition of the day-long Informatica World Tour titled "Maximize Your Return on Big Data" attracted about 125 IT managers each in Bangalore and Mumbai. Evening roundtable events for Hewlett-Packard, VMWare and Telstra in Mumbai, Delhi and Bangalore each drew 12 to 14 CIOs.

"The content for our events is designed and developed by our editorial team in conjunction with the respective sponsors," Sreedharan said. "However, Informatica created the agenda for its road shows, and we were largely responsible for the audience development and event execution."

The IDG India events team puts together four vertical events per year and about 35 to 40 roundtables, Sreedharan said. "We generally require a lead time of 30 to 45 days for events such as Money Matters and the Informatica road show," he said, "but for roundtables a lead time of 15 to 20 days is adequate."

Key members of the team include **Vijay Ramachandran,** editor-in-chief; **Gunjan Trivedi**, executive editor; **Sudhir Kamath**, president, Sales and Marketing; **Siddharth Singh**, general manager, Marketing; and Sreedharan.

Contact Rupesh Sreedharan.

IDG Sweden creates hands-on program to expand digital expertise

Continuing to take advantage of the training opportunities provided by its in-house experts, IDG Sweden this month launched the IDG School of Digital Publishing.

Over the next five months, the class, which numbers nearly 20 participants, will learn how to build their own websites, learning the basics of content management, cascading style sheets, site analytics and Adobe Photoshop.

The class is designed and led by IDG Sweden Editor-in-chief **Carl Grape**, Web Editor **Andreas Thors** and Digital Director **Lottis Bergson**, and the faculty is made up of IDG Sweden experts who will volunteer their time and expertise.

noteworthypeople

Promotions

IDG WORLD UPDATE

McGarry

IDG Consumer and SMB News Reporter **Caitlin McGarry** is now associate editor in charge of social media. "Caitlin has been doing a great job in her role as news reporter but applied for the job out of a desire to focus on and really develop a single core beat," said **Jason Cross**, executive editor, TechHive. "The competition was fierce, but we felt the right person for the job would be one of our own. We know she's going to do a great job." cmcgarry@idgcsmb.com

New employees

JOE MOLA

Scheidemantel

Previously a marketing intern with **IDG Enterprise**, **Kelsey Scheidemantel** joins the staff full-time as an account coordinator. She expects to graduate from Lasell College in Newton, Mass., with a degree in communications with a concentration in public relations next month. In her free time she enjoys travel and spending time on Cape Cod. kscheidemantel@cxo.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29

Penny Winn *IDG Int'l Publishing Services*

21

Kimberly Brinson *IDG Consumer & SMB*

18

Brian Kornegay *IDC Singapore*

17

David Daoud *IDC*

15

Henrik Almén *IDG Sweden*

14

Curtis Price *IDC*
Peter Short *IDC*

13

Lisa Esseen *IDG Sweden*

11

Kevin Brodie *IDC*
Mitsuyuki Tachihara *IDC Japan*

10

Adrian Ho *IDC Singapore*
Lisa Borthwick *IDG Global Solutions*

9

Melissa Bambauer *IDC*
Amber Chin *IDC Malaysia*
Mylene Buensuceso *IDC Philippines*
Raymond Huo *IDC China*
Luciano Crippa *IDC Brazil*

8

Jakub Stolarski *IDC*
Carolina Hernando Gallegos *IDG Spain*
Eva Au *IDC Singapore*

7

Letchmy Ganapathy *IDC Singapore*
Kyung-Mi Hwang *IDC Korea*
Puneeta Verma *IDC Center for Consultancy & Research/India*

6

Mukesh Dialani *IDC*
Andrew Beklemishev *IDC Central Asia*
Sasithorn Sae-Iao *IDC Thailand*

5

Amber Bouman *IDG Consumer & SMB*
John Busse *Computerworld U.K.*
Dorothy Meyhoff Jensen *IDC Nordic/Denmark*
Yong-Hyun Kim *IDC Korea*
Marc Chin *IDC Singapore*
Simon Piff *IDC Singapore*
Mayur Sahni *IDC Singapore*
Audrey Heng *IDC Singapore*
Chin Boon Lim *IDC Singapore*
Toby Chen *IDC China*
Richard Lee *IDC China*
Jacky Xue *IDC China*
Nephi Zhang *IDC China*
Nancy Seto *IDC Hong Kong*
Divya Gowda *IDC India*

4

Bill Brenner *CXO Media*
Adlina Adnan *IDC Singapore*
Adeline Phua *IDC Singapore*

3

Nira Colonero *IDG Research Services*
Pam Carlson *IDG Enterprise*
Siew Choon Liew *IDC Malaysia*
Pamela Sumanga *IDC Philippines*
Stephanie Ho *IDC Taiwan*
Yen Phan *IDC Vietnam*
Amit Dalal *IDC Singapore*
Leo Ng *IDC Singapore*
Omar Badillo *IDC Chile*

2

Lex Friedman *IDG Consumer & SMB*
Grace Cui *IDC China*
Storm Liu *IDC China*
Kathy Pan *IDC China*
Jacky Wan *IDC China*
Aubrey Lim *IDC Malaysia*
Cassandra Nunis *IDC Malaysia*
Suzanne Tai *IDC Malaysia*
Sae Soon Quah *IDC Singapore*

1

Liz Catinella *IDG Int'l Publishing Services*
Sean Galvin *IDG Research Services*
Amanda Woolf *IDG Global Solutions*
Brian Eastwood *CXO Media*
Deddie Sionader *IDC Indonesia*
Tae Jin Kim *IDC Korea*
Shannen Ho *IDC Malaysia*
Carmit Kantor *IDC Australia*
Hui Ling Li *IDC China*
Yi Lai Xie *IDC China*
Crystal Sin *IDC Hong Kong*
Jaideep Mehta *IDC India*
Kanwar Rahul *IDC India*
Peter Wise *IDC New Zealand*
Ching Ching Gan *IDC Singapore*
Bidisha Ghosal *IDC Singapore*
Craig Stires *IDC Singapore*
Lan Xin Tang *IDC Singapore*
Ishita Upadhyay *IDC Center for Consultancy & Research/India*

IDC, IDG support Boston Marathon fund

THE ONE FUND
1
BOSTON | 2013

IDC and IDG will each make a contribution of $15,000 to The One Fund Boston that has been created by Boston-area corporations to provide support for the victims and families most impacted by the bombings at last week's Boston Marathon.

IDC will match the contributions of IDC employees worldwide who wish to make their own donation before May 31. IDC employees can donate to the fund, complete an IDC matching gift check request form, attach a receipt for the donation and submit it to IDC Human Resources. To request a form, contact Lauren Yanuskiewicz.

IDG will also match employee contributions. You may download the form here. Attach proper documentation of your donation and send to Gina Galvangi in IDG Human Resources.

Health fair for all

JOE MOLA

IDG held a Health and Wellness Fair this month in Framingham, to showcase the variety of programs and services available to employees. Participants could avail themselves of health care screenings — including derma scans, body mass index calculations and blood pressure tests — and visit with representatives from companies such as Resources On Call, Atlas Travel and BJ's Wholesale Club. (Standing, L-R): Computerworld Online News Editor ***Marian Prokop*** *and IDG Enterprise Account Executive* ***Jason Fleckles*** *browse the information tables.*

unsunghero

Emma Karlsson

Developer

IDG Sweden

IDG Sweden IT Development Manager ***Anders Engström*** *named Developer* ***Emma Karlsson*** *his group's Unsung Hero. "Emma works in Java development. Although she has been with us for just a year she has shown great progress and become an important part of the team. She is efficient, skilled and, foremost, extremely positive. She loves her work, and it is that positive energy that energizes the whole group. I would really like to nominate all our developers as Unsung Heroes, but Emma deserves an extra pat on the shoulder for her great attitude. She is our new rising star."*

Home Stockholm, Sweden

Primary job responsibilities My work as a developer is an exciting mixture of creativity, problem solving and responding to challenges. Primarily, I manage and improve our CMS by finding good solutions and continuous innovations.

Three things I do in a day's work
- Creatively manage the CMS to make it as easy to work in as possible and solve issues along the way so that the reporters can manage sites and publish articles.
- I keep myself updated to make sure that we are on top of things.
- I convert coffee into code.

What I love most about my job I am exactly where I want to be at this stage in my life. I am in a great team of wonderful people, I learn new things every day and I love my job. It may sound strange, but development gives me an inner sense of joy, much like when I am painting. My work requires me to challenge myself, constantly upgrade my skills and find solutions to every problem, which I find incredibly rewarding. I love being able to write beautiful code and to unleash my creativity in concert with inspiring colleagues.

A hot-button job issue Right now we are replacing our newsletter system, and I was asked to develop its new mapping function, new template and presentation. The task is to create something new while preserving the essence of the dynamic freedom that our system offers.

ARTHUR PAYNE

Developer ***Emma Karlsson*** *joined IDG Sweden in April 2012.*

Latest accomplishment I gave our editors a way to create and manage their mobile sites from within our CMS.

What I'm doing to be a better employee I always try to be open to new knowledge and to see things differently. I work to maintain a positive and open working environment, built on respect and true friendship.

Interests outside the office Traveling to new cities with my family or visiting a water theme park, which my kids love. I like going to the movies, working out, eating good food and spending quality time with my friends. I love to create, mostly through painting, mosaic and art.

What others can't tell just by looking at me That I am the proud mother of two children, that I am an artist and that I am new to programming development. I used to be a nurse working in healthcare.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDGWorldUpdate

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15 APRIL 2013 | VOLUME 43, NUMBER 15 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-6* | ANNIVERSARIES - *page 8* | CELEBRATING 20 - *page 9*

Outside Insights program debuts this month in Framingham

IDG Communications CEO Bob Carrigan interviews Michael Zimbalist of The New York Times and Anna Bager of the IAB Mobile Center of Excellence.

SEE MORE ON PAGE 2

More inside

One on One: IDC VP, Executive Advisory Strategies Rich Vancil

IGS exchange program strengthens ties to business units

IDG, Onswipe sign technology, advertising partnership

Market-wear? Staff helps get the word out about upcoming Vietnam Consumer Digital World Expo.

SEE MORE ON PAGE 8

Celebrating 20: IDG Spain's Juan Ramón Melara indulges his love of nature on a trip to Costa Rica.

SEE MORE ON PAGE 9

Question of the week results

Will you install Facebook's new Home software on your Android device?

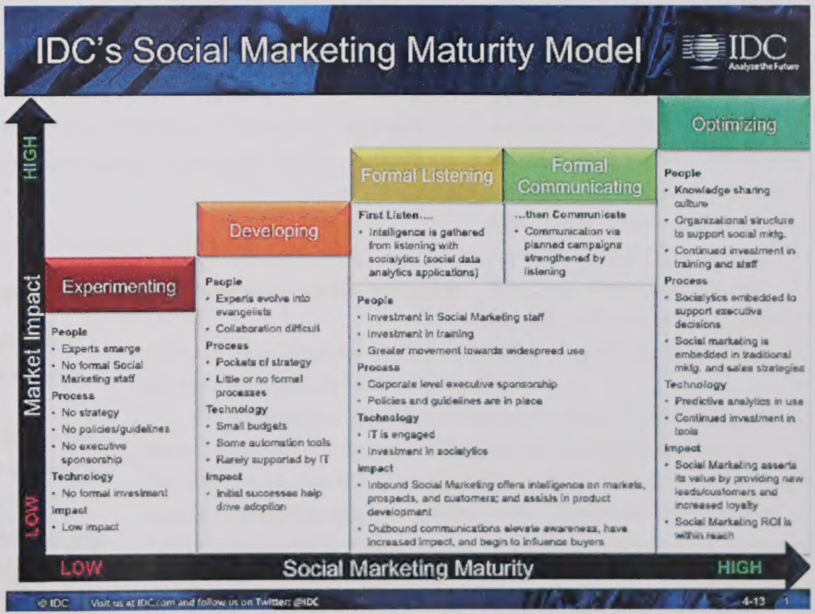
facebook
100%

IDG employees responding to last week's Question of the Week were unanimous in eschewing the new Home software from Facebook that will create a Facebook-centric home screen on Android devices.

Log on to www.idgcentral.com to vote on this week's question:

Are you familiar with bitcoin?

CLICK HERE



IDC's Social Marketing Maturity Model

Experimenting

People
- Experts emerge
- No formal Social Marketing staff

Process
- No strategy
- No policies/guidelines
- No executive sponsorship

Technology
- No formal investment

Impact
- Low impact

Developing

People
- Experts evolve into evangelists
- Collaboration difficult

Process
- Pockets of strategy
- Little or no formal processes

Technology
- Small budgets
- Some automation tools
- Rarely supported by IT

Impact
- Initial successes help drive adoption

Formal Listening

First Listen....
- Intelligence is gathered from listening with socialytics (social data analytics applications)

Formal Communicating

...then Communicate
- Communication via planned campaigns strengthened by listening

People
- Investment in Social Marketing staff
- Investment in training
- Greater movement towards widespread use

Process
- Corporate level executive sponsorship
- Policies and guidelines are in place

Technology
- IT is engaged
- Investment in socialytics

Impact
- Inbound Social Marketing offers intelligence on markets, prospects, and customers; and assists in product development
- Outbound communications elevate awareness, have increased impact, and begin to influence buyers

Optimizing

People
- Knowledge sharing culture
- Organizational structure to support social mktg.
- Continued investment in training and staff

Process
- Socialytics embedded to support executive decisions
- Social marketing is embedded in traditional mktg. and sales strategies

Technology
- Predictive analytics in use
- Continued investment in tools

Impact
- Social Marketing asserts its value by providing new leads/customers and increased loyalty
- Social Marketing ROI is within reach

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IDC's Social Marketing Maturity Model, developed in late 2012, provides a framework to help clients visualize where they are versus peers and competitors, explains Rich Vancil, VP, Executive Advisory Strategies, in this week's One on One column.

New IDG training program kicks off with New York Times, IAB speakers

Some 200 Framingham- and Boston-based IDG and IDC employees attended this month's inaugural edition of IDG Training & Development's newest program: Outside Insights. Designed to expose employees to a range of outside perspectives — be they related to the tech media industry in particular or business trends in general — each program is intended to inject a healthy dose of external perspective into the challenges faced by IDG business units worldwide, according to IDG Training and Development Director **Laurie Butson**.

The first session featured IDG Communications CEO **Bob Carrigan** interviewing two high-profile industry thought leaders: Michael Zimbalist, VP, research & development operations, at The New York Times; and Anna Bager, VP and general manager, Interactive Advertising Bureau (IAB) Mobile Marketing Center of Excellence.

*IDG Communications CEO **Bob Carrigan** (right) interviewed Michael Zimbalist, VP, research & development operations, at The New York Times and Anna Bager, VP and GM, IAB Mobile Marketing Center of Excellence in front of a room full of IDG and IDC employees.*

Under the umbrella of "innovation in the modern media company," Zimbalist discussed his group's role in helping to ensure the entire company is keeping pace with changes in behavior and technology occurring in the market. From its early days (seven years ago) of evangelizing the need for employees to adjust to an environment of constant change and innovation — "everything you're going to learn today is going to be different tomorrow" — the R&D group has evolved into more of a services roll vis-a-vis the now "digitally adept" departments at the Times Zimbalist said.

Zimbalist talked about the importance of innovation and collaboration among a media-company's various groups. "So much is serendipity, and that's why you have to stay really close [to other departments]. Everybody needs to be a center of thought leadership and needs to stretch beyond the domain in which they work. So if you're a salesperson, you need to know the developers. If you're a developer you need to know the marketing department."

> "We do a good job at IDG of learning from one another and sharing best practices. But equally valuable is the opportunity to learn what others are doing, thinking about and having success with outside of our IDG walls."
>
> *Laurie Butson, director, IDG Training & Development*

Following a brief Q&A period, Bager, a one-time IDC employee, joined Carrigan on stage to discuss the IAB's Center of Mobile Excellence, of which IDG is a founding member.

Noting that her group defines mobile not as a screen but as a behavior — "It's about us being mobile; it's not about the devices" — Bager talked about her group's goal of making mobile "more comprehensible," creating standards and, above all, driving growth and revenue into the mobile market. "Ultimately we want to create an ecosystem where we can serve good advertising and brand building across different screens and channels in a measureable way," she said.

In response to a question about developing mobile advertising standards, Bager said, "Standardization is moving faster than I could have hoped. We're starting to see what works in mobile and what doesn't."

Bager also discussed the lag between advertiser dollars and user engagement with mobile, mobile ad networks vs. direct sales and opportunities to charge mobile users for content.

"The idea of Outside Insights came about as we were discussing the benefits that hearing from others outside our organization can bring," Butson said. "We do a good job at IDG of learning from one another and sharing best practices via our training programs and the Global Product Line Meeting, among others. But equally valuable is the opportunity to learn what others are doing, thinking about and having success with outside of our IDG walls."

Butson said the goal is to offer two to three Outside Insights sessions in the U.S. per year. While most will likely take place on the East Coast due to a larger employee population, she said the plan is to hold the program on the West Coast from time to time. Each program will be recorded and posted on IDG Central in order to share with a larger audience.

Employees are invited to send suggestions for Outside Insights speakers to Laurie Butson. You may watch the first Outside Insights program here. ■

OneonOne

Rich Vancil

IDC

IDC's group vice president, Executive Advisory Strategies is this week's columnist. Reach him at rvancil@idc.com.

IDC research shows that B2B buyers who are evaluating complex products and services are most likely tapping into technically-oriented social communities and blogs.

Earlier this year, Rich Vancil presented a session on "The Social Marketing Mandate" at Directions and moderated a panel on that topic at the IDG Marketing Summit. In this column he provides some background on IDC's related research.

Q How do you define social marketing?

A It would be helpful to first look at the overall marketing function, and then I will add in the social marketing component.

Visualize the two major rivers of information that flow into and out of the marketing organization. The first is the flow of data that informs the inbound product management process, wherein customer requirements are gathered and prioritized. The second is the flow of outbound product marketing work effort, wherein products and services are presented to the marketplace.

Social marketing is the process of applying social listening and social communicating as a new and value-adding element to those inbound and outbound information flows. For example, the inbound product management process that I mentioned has been traditionally informed by customer councils or user groups or surveys. With these traditional tools, information comes into the product management process in chunks: large volumes of data that need to be unpacked and analyzed a few times per year.

Now let's add in the social marketing tools. Staying with the product management information flow, now visualize new product ideas and customer feedback that informs the product managers in a real-time and continuous flow. A social tool for crowd-sourcing, where new features can be voted on and ranked by customers can speed up the traditional process by orders of magnitude. SAP today has a robust social crowd-sourcing engine called IdeaPlace that does just that.

Social marketing begins with good social listening. Those same product managers should be tapping into the blogs or forums or communities where their customers are present; the virtual places where they are actively becoming self-educated about IT product and services. If you can be a good listener, you will earn the right to contribute to the conversation, perhaps by connecting those buyers with information sources and tools to further their self-education journey. B2B IT vendors are placing their bets on this. Just in the past few months I have observed Dell and HP make an overt organizational change by placing their social listening function into their existing and formal market intelligence functions.

For me, the best part about social is that it can turn those classic asynchronous communication flows in to a true dialog. This is what marketing should be! It should be a real conversation with our customers in which we treat them as the rational, evaluative, maximizing and self-directed people that they are and not as a CRM record that is the target of our latest mass-mailing of email.

Q How important a role does social media play today for the enterprise B2B technology buyer?

A Social still has a large association to its many B2C and personal-social applications. But it is really taking off in the B2B world and will continue to accelerate.

IDC conducts an annual survey on "How Buyers Buy." We seek to understand: Where do buyers go for their product education? What media types are most frequently accessed? What is the pathway of their digital journey? What is their preferred content types or subject matter? On this last point, buyers tell us that their preferred content sources are (in rank order): information that comes from peers; information that comes from independent third parties; and information that comes directly from the vendor.

This is why social marketing should be such an important part of the B2B marketer's tool kit. If vendors can help prospects to connect with peers as part of their education process they will be viewed favorably by those prospects. Social media offers the best tools for doing this.

Q Can you briefly summarize what IDC's Social Marketing Maturity Model is all about? How are clients using it?

A One of IDC's jobs is to size and forecast the social business market(s) in all of its dimensions. Another job is to help our clients to "operationalize" their marketing with social, so as to more quickly achieve the benefits that I referred to earlier. We developed the Social Marketing Maturity Model in late 2012 as a framework to help our clients visualize where they are versus peers

continued on page 7

IGS exchange program strengthens relationships with business units

As IDG's worldwide sales team, IDG Global Solutions works closely with IDG business units and licensees around the world to serve the needs of clients that want to connect with customers beyond their own borders. But with headquarters in Staines, U.K., the day-to-day operations of IGS staff and those of colleagues in business units around the globe remained somewhat removed from one another.

To foster a deeper understanding of its operations and strengthen relationships with colleagues, last year IGS extended an invitation to sales professionals at any IDG business unit or licensee to come to Staines for a few days to meet the team and gain a better understanding of how the group operates. A number of business units accepted the invitation, and the group has so far hosted sales executives from IDG Sweden, IDG Germany and IDG Switzerland.

"I was adamant from day one that I didn't want any barriers between IGS and the business units," said IGS Managing Director **Kumaran Ramanathan**. "Our job is to stand shoulder to shoulder with our colleagues around the world and work together to drive profitable revenues. We are stronger together than as individual component parts, and united I felt we could achieve greater things."

One of the first to visit was IDG Switzerland Head of Sales Support **Daniel Frey**. Frey spent three days in Staines where he said he had four to six meetings per day with IGS colleagues and was able to spend the remaining time attending to his own work. "I have almost daily contact with IGS, so I was really interested in having a chance to meet the team face to face and have a chance to learn about their daily routines to gain a better understanding of how we can work together more efficiently," said Frey. "I learned a lot about how international sales works and how the IGS staff is organized, client- and agency-based differences and program delivery."

*IDG Switzerland's Head of Sales Support **Daniel Frey** spent three days visiting the IGS office in Staines, U.K.*

*IDG Global Solutions Program Delivery Executive **Chris Whitehouse** spent a week in February at IDG Denmark, where he said he gained an appreciation for the differences between selling on a local level to a local client base and IGS's international sales structure.*

IDG Germany's **Sandra Holleber**, director of sales, key accounts, and **Carla Schaefer,** key account manager, also accepted the offer to spend a week at IGS EMEA headquarters. "To get to know the people you deal with every day by email or phone can really make a positive difference in our daily work routines," Holleber said. "We had lively discussions about our markets and the clients' needs, which turned out to be very interesting as we discovered lots of differences."

"We now have a better understanding of the work processes and turnaround time of our colleagues in the U.K.," added Schaefer. "Sometimes there are big differences between our markets and the needs of our clients/agencies in different countries. We hope that we were able to show our colleagues that we always try to support them the best we can as we all benefit from good teamwork."

> "I was adamant from day one that I didn't want any barriers between IGS and the business units. Our job is to stand shoulder to shoulder with our colleagues around the world and work together to drive profitable revenues."
> *Kumaran Ramanathan, IGS managing director*

And while IGS continues to welcome any interested colleagues to spend time at its offices, this year, it has launched phase two of the program, which aims to

continued on page 5

continued from page 4

IGS exchange

expose its staff to the realities of working in a local publishing operation. The effort is being overseen by IGS EMEA Vice President, International Sales **Neil Michael**, who has arranged to have members of the IGS Program Delivery team spend one week visiting various IDG offices throughout Europe. "None of this group has ever worked in a publishing business, and so a key objective of these visits is for them to gain a better understanding of the pressures the local teams face in the frantic day-to-day environment of a fast-moving media business," Michael explained. "To date, this program has been a huge success with a number of our business unit contacts spending time with IGS in the U.K., and without doubt this investment of time has broken down a lot of the perceived barriers. By giving our team members an opportunity to spend time at the business units, we hope to accelerate this process."

Channel Excellence Awards 2013

*IGS Strategic Clients Program Manager **Louise Pearson** was able to attend her first IDG event — the Channel Excellence Awards — during her visit to IDG Germany in January. Above, Pearson (in the pink hat) clowns around with some of her hosts at the photo booth.*

To date, three members of the IGS Program Delivery team have visited IDG business units: **Louise Pearson**, strategic clients program manager, spent a week at IDG Germany in January; Program Delivery Executive **Chris Whitehouse** traveled to IDG Denmark for a week in February; and **Adele Carter**, strategic clients program manager, recently returned from a week at IDG Netherlands.

For Pearson, who spent time with different departments at CIO, Computerwoche and PC-Welt, learning more about the capabilities of the company's Strategic Marketing Services (SMS) group was particularly eye-opening. "Until taking this trip, I did not realize just how much this team can do," Pearson said. "Moving forward, I can now use what I have learned from the SMS team when recommending solutions to the client direct sales team."

> "Until taking this trip, I did not realize just how much this team [IDG Germany's Strategic Marketing Services group] can do. Moving forward, I can now use what I have learned from the SMS team when recommending solutions to the client direct sales team."
>
> *Louise Pearson, strategic clients program manager, IGS*

In addition, Pearson said she was glad for the chance to meet Germany's IDG Connect team. "I work very closely with this team in my role at IGS. I now understand the need for higher CPLs, which I will keep in mind next time it comes to proposing lead programs.

"I am so grateful to everyone at IDG Business Media for making me feel so welcome during my stay," Pearson said, "as well as for the recommendations of what to see in Munich."

Whitehouse, who was able to meet with IDG Denmark teams across the business from sales to editorial to campaign management, said that he, too, appreciated the opportunity to gain insight into life at a publishing company. "Spending time with individual members of the team gave me greater insight into local operations and local nuances," he said, "as well as more detailed insight into the brands and how selling on a local level — to a local client base — differs from the IGS international selling structure."

Whitehouse said he gained "invaluable understanding about how IDG Denmark sets up and executes its campaigns — from lead gen to events — something in our role at IGS, we have no insight into."

And the exchange of information flowed both ways. "It was important for me to see and hear the challenges that they can encounter as well as how they overcome these from a delivery perspective," Whitehouse said. "And It was also important for me to explain the challenges and processes IGS faces when managing and delivering multi-country campaigns."

An additional five IGS colleagues will visit IDG offices in Spain, Germany and Sweden in April, May and June.

"This program has so many benefits both for the employees and the business — both IGS and the local business units," noted HR Director **Sara Scogland**, who supports the IGS team and has facilitated some of these exchanges. "Employees have a unique opportunity to travel to a new place, meet and network with new colleagues and learn about a different part of the IDG business, which will only help them do their jobs better. For IGS, this is a great training initiative for employees, providing them with new information that they can potentially bring back and implement into IGS, as well as an opportunity to motivate and energize employees by providing them with a new and different experience in another country."

For more information, contact Neil Michael. ■

Technology and advertising partnership offers means to tablet-optimized content, client sites

IDG has secured an exclusive, global technology partnership with leading tablet platform provider Onswipe that will enable business units to display engaging tablet-optimized content and a means to sell advertising against remnant inventory.

The agreement is the result of negotiations by IDG's Mobile Hub, which was established earlier this year to strengthen the flow of information about mobile initiatives among employees and facilitate global mobile alliances.

Onswipe is at the forefront of delivering tablet solutions for publishers, transforming an existing website into an app-like experience in the browser. "The sites are touch-optimized and, as a result, deliver the best user experience on whatever device they are displayed on," said IDG Global Solutions Director of Mobile Strategy **Christina Carstensen**, who is on the Mobile Hub steering committee. "This functionality is critical in a world that is moving rapidly from point-and-click to touchscreens."

*The Mobile Hub steering committee members are (clockwise, top left): **Christina Carstensen**, director, mobile strategy, IDG Global Solutions, EMEA; **Scot Finnie**, editor-in-chief, Computerworld, IDG Enterprise; **Lauren Wakefield**, project manager, IDG Consumer & SMB; **Laurie Butson**, director, IDG Training and Development; **Anders Engstrom**, mobile project manager, IDG Sweden; and **Karsten Linde**, director of mobile business, IDG Business Media/Germany.*

IDG Germany and IDG U.K. have worked with Onswipe in the past, launching tablet touchsites for their Computerworld and channel brands. The touchsites were exclusively sponsored by several global clients, including Avaya and McAfee. IDG Germany has transformed its PC-Welt, Computerwoche, CIO and tecChannel tablet sites into touchscreen experiences and secured Microsoft as the exclusive launch partner. (Check it out on your iPad or Nexus: www.pcwelt.de, www.computerwoche.de, www.cio.de and www.tecchannel.de.)

The technology can be used not only to transform IDG's sites but also to create tablet specials, integrated program destinations and client experiences. So far. IDG Germany and IDG U.K. have been able to collectively secure more than $200,000 in advertiser revenue with the tablet touchsite launch sponsorships.

The global partnership negotiated with Onswipe offers all IDG business units two options:

- A pure technology partnership on a CPM basis that is an exclusive agreement with IDG and not available to other publishers.
- A technology and advertising partnership that gives Onswipe access to IDG's remnant inventory to be sold on a revenue share basis.

"This partnership opens up new revenue streams with exclusive sponsorship opportunities and new tablet advertising formats, but it also allows us to create themed tablet content hubs or client sites away from our own brands, giving us huge competitive advantage and allowing first-to-market opportunities for our clients," Carstensen said.

"This is an excellent example of the great work we are seeing from specialized focus groups such as the Mobile Hub team," said IDG Communications CEO **Bob Carrigan**. "This is just the first important step of many in keeping the business ahead of the curve on all things mobile, and I'd like to thank the team for their hard work in delivering this initiative."

For more information and to learn how to get involved contact Christina

> "This partnership opens up new revenue streams with exclusive sponsorship opportunities and new tablet advertising formats."
>
> *Christina Carstensen, IGS, director, mobile strategy*

Go to Mobile Hub for the new Nielsen Mobile Consumer Report that looks into the device usage, mobile advertising engagement, mobile video and shopping behavior in Australia, Brazil, China, India, Italy, South Korea, Russia, Turkey, the U.K. and the U.S.

noteworthypeople

Promotions

IDG Consumer & SMB Senior Account Executive **Duane Hampson** has been promoted to sales manager. "An IDG veteran, his work ethic is exemplary of what we strive for as a corporate culture," said IDG CSMB West Coast Sales Director **Scott Harris**. "He maintains a relentless drive for surfacing new business and closing campaigns. Duane is consistently the first person into the office and the last person out, which translates into a successful sales territory and win ratio. Above all, he constantly maintains an infectious positive attitude with both clients and staff alike, which helps position him as a valued thought leader in our space." dhampson@idgcsmb.com

New employees

IDG CSMB has hired **Victor Schwanke** as a video editor, a title he held with his previous employer Future US. A graduate of San Francisco State University, he holds a B.A. in radio and television. In his free time he enjoys following the Oakland Athletics baseball team and eating. vschwanke@idgcsmb.com

Ana Silva joins **IDG TechNetwork** as a senior billing specialist. Previously billing and accounts receivable specialist with HeBS Digital, she holds a B.S. in finance from Rutgers University in New Brunswick, N.J. In her free time she enjoys swimming, watching football, music and nature. ana_silva@idgtechnet.com

Perez

IDC Philippines' Manila office has hired **Glorie Perez** as a customer service representative with its Integrated Marketing Customer Services team. Previously a senior sales agent with Circuit City, she graduated from the Philippines' Bulacan State University with a B.S. in computer science.She enjoys reading and watching television and movies. gperez@idc.com

Yeh

Previously an account manager with Hewlett-Packard and with 12 years of IT sales experience, **Monica Yeh** joins **IDC Taiwan** as a senior account manager. She holds a degree in information management from the National Taipei College of Business. myeh@idc.com

Sekeran

Maya Sekeran joins **IDC Malaysia** as a market analyst. She has experience in design, conferences production and telecommunication and IT service desk operations. A graduate of Malaysia's University of Technology, she earned a degree in computer science. In her free time she likes to travel and read and is involved in youth-empowerment social work. msekeran@idc.com

Returning employees

D'Aquila

Valerie D'Aquila returns to **IDG Enterprise**'s Digital Solutions Group as a lead front-end developer. She was a senior web producer with the group when she left to work for Staples.com as a senior user interface designer. She earned a B.S. in computer science from Worcester (Mass.) Polytechnic Institute and enjoys reading, crossword puzzles, hiking and cooking. vdaquila@idgenterprise.com

Husein

Lutfi Avianto Husein returns to **IDC Indonesia** in Jakarta as a senior market analyst. He was previously an associate market analyst with the group, then left to work as a regional supervisor for PT Perdana Jatiputra. A graduate of California State University/Long Beach, he holds a B.S. in business administration. Away from the office he enjoys cooking and movies. lhusein@idc.com

continued from page 3

One on one

and competitors. This is a classic "up-and-to-the-right" model, which moves from experimenting to developing on to formal listening and formal communication and then to optimization.

Of most interest to me are the vendors that are still stuck in experimentation. There are many multi-billion-dollar vendors that still have just one or two social evangelists at work, doing social marketing as a side job, and the vendors have no direct intention or budgets to expand those roles. For these practitioners, the job of the IDC CMO Advisory Service is to help pull them up and to the right. We will advise them on the necessary infrastructure and people investment; we will guide them on governance and process adoption. We find that a great way to do this is by illuminating best practices of peers and competitors. And so we are continuously scouring the IT vendor community for case studies in excellence.

Q You led a session at Directions on Social Marketing in 2013: Lessons from the Leaders. What are a few examples of good practices and lessons learned?

A The first step is: Listen first. Become an excellent listener before you begin to insert your voice in the communications stream as a contributor. There are many examples of this in B2B, and it is accelerating. Dell gets a lot of play as a listening expert and deservedly so: they were a first mover on this capability more than six years ago. HP now has a chief listening officer role. Cisco has been so successful in social media training for its employees that they are now starting to sell this to their customers. Intel just told me that they are now listening in over 50 languages. The list goes on. And so IT marketers are now on notice that if they're still stuck in experimentation, it's time to start moving!"

> "Become an excellent listener before you begin to insert your voice in the communication stream as a contributor."
>
> *Rich Vancil, IDC*

Q Do you have any examples of social missteps that you have observed in B2B marketing?

A Here is one that I have observed, and it has a fairly easy fix. B2B marketers entering the social media environment will often start listening and communicating with the most popular social tools: Twitter, Facebook and LinkedIn, to name a few. These are all fine tools and readily at hand. But the question is: are your customers and prospects using them? IDC research shows that B2B buyers who are evaluating complex products and services are most likely tapping into technically oriented social communities and blogs. And so lesson number one is: "Hang out where your customers are hanging out." ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Valerie Sanclemente *IDG Communications*

21
Christian Christiansen *IDC*

19
Fredrik Agrén *IDG Sweden*
Denise Haines *IDC*

17
Satoshi Yoshida *IDG Japan*
Susan Brown *IDC*

16
Yoshiko Mimura *IDG Japan*
Katarina Strömberg *IDG Sweden*
Alan Tang *IDC Hong Kong*

15
Daniel Behrens *IDG Germany*

13
Manuela Eue *IDG Germany*
Joakim Allwin *IDG Sweden*
Bill Cappel *IDG Consumer & SMB*

12
Gregory Ireland *IDC*

11
Stephen Sauer *IDG Communications*

10
Trinh Ma *IDC Vietnam*

9
Daniela Konicki *IDG Germany*
Michael Fletcher *IDC*
Lychee Lo *IDC Hong Kong*

8
Jerome Drevet *IDC France*
Scott Lundstrom *IDC*
Grace Moy *CXO Media*

7
Marion Hoisl *IDG Germany*
Yúvisa Muga *IDC Peru*
Celestine Tan *IDC Singapore*
Frank Wang *IDC China*

6
Marta Garcia *IDG Spain*
Joyce Dunnells *CXO Media*
Adam Dennison *CXO Media*
Liawana Liswojo *IDC Australia*
Fabian Cardoz *IDC India*

5
Christoph Bosshard *IDG Switzerland*
Thomas Dyer *IDC Canada*
Do-Young Park *IDC Korea*
Poon Wei Ang *IDC Singapore*
Lalitha Raghavan *IDC Center for Consultancy & Research/India*
Amarjeet Kumar Sahay *IDC Center for Consultancy & Research/India*

4
Annsofie Petersson *IDC Sweden*
Priyanka Paramita *IDC Center for Consultancy & Research/India*
Chetan Patil *IDC Center for Consultancy & Research/India*
Dipika Shetty *IDC Center for Consultancy & Research/India*

3
Veronica Hernandez *IDC Mexico*
Martha Vazquez *IDC Mexico*
Katherine Emeric *IDG U.K.*
Casey Talon *IDC*
Christopher Lee *IDG World Expo*
Jerry Guo *IDC China*
Angela Peng *IDC China*
Shakti Mohapatra *IDC India*
Sharon Cheng *IDC Malaysia*
Sheryl Fuertez *IDC Singapore*
Dinesh Palaniswamy *IDC Center for Consultancy & Research/India*

2
Murilo Martino *Now! Digital Business*
Will Eke *IDG U.K.*
Cagri Baydi *IDC*
Joseph DeCristofaro *IDC*
Melissa O'Brien *IDC*
Ryan Friedman *IDG Global Solutions*
Cody Widdes *IDG TechNetwork*
Alex Pierce *IDG Communications*
Gary Huang *IDC Australia*
Nisha Vaswani *IDC Australia*
Yolanda Yang *IDC China*
Nirupam Chaudhuri *IDC India*
Kiran Kumar *IDC India*
Mohit Raizada *IDC India*
Ravikant Sharma *IDC India*
Manasi Yadav *IDC India*
Ikhwan Muhammad *IDC Indonesia*
William Lee *IDC Singapore*
Sanchita Ray *IDC Singapore*
Vaibhav Verma *IDC Center for Consultancy & Research/India*

1
Alison Balfour *IDG Global Solutions*
Elizabeth Willing *IDG Global Solutions EMEA*
Juan Luis Amezcua *IDC Mexico*
John Pudney *IDG U.K.*
Anooj Pakvasa *IDG TechNetwork*
Christine Blake *IDG TechNetwork*
Lisa Li *IDC China*
Jone Yang *IDC China*
Diane Zhao *IDC China*
Felix Chang *IDC Hong Kong*
Joydeep Dey *IDC India*
Rajkumar Pari *IDC India*
Sandeep Sharma *IDC India*
Agita Saraswati *IDC Indonesia*
Yvonne Gill *IDC New Zealand*
Winnie Hnin *IDC Singapore*
Lily Sok *IDC Singapore*
Bhavana Nagegowda *IDC Center for Consultancy & Research/India*

All business units are invited to send employee anniversary information to world_update@idg.com.

Framingham/Boston area runners invited to join IDG team for J.P. Morgan race

Framingham- and Boston-based IDG and IDC employees are invited to join the IDG team participating in this year's J.P. Morgan Corporate Challenge, a 3.5-mile through downtown Boston. The race takes place on June 20, beginning at 7:15 p.m. on the Boston Common. The route will take the 12,000 runners representing more than 600 Boston area companies from the Common to Kenmore Square and back.

To participate in the Corporate Challenge, you must run as a member of a team. Registration is now open, and you can click here to join the IDG team. The cost is $45 per person.

Proceeds from the race series benefit a variety of not-for-profit and charitable organizations in the cities in which the races are held. This year's local beneficiaries are the Emerald Necklace Conservancy and City Spotlights Summer Leadership Program.

If you can't join the team, mark the date and come cheer on your colleagues. A post-race party for employees is being planned at a downtown location — more information will follow. The event usually sells out quickly so if you're planning to run, don't wait. Please contact team captain Bryan Rusciano, senior operations manager, IDG World Expo, if you have questions. ■

Event organizers set the stage

Although the Aug. 29 opening day is months away, IDG Vietnam is already in full marketing mode for the Vietnam Consumer Digital World Expo (VCW) in Ho Chi Minh City, the country's largest computer, electronics, digital and telecommunications exhibition. Staff members wear their VCW T-shirts every Friday and Saturday and at promotional activities. (L-R): Event Executive Tam Nguyen, Logistics Manager Linh Nguyen (both contractors), IDG Vietnam Event Director ***Anh Truong****, Event Executive* ***Lan Duong*** *and Designer* ***Trinh Tran*** *show their VCW pride.*

celebrating20

Juan Ramón Melara

Publications manager IDG Spain

Employees who reach two decades of service with IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Spain Publications Manager Juan Ramón Melara traveled to Costa Rica last December.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

Laurie Butson *IDG*
Christina Carstensen *IGS*
Juan Ramón Melara *IDG Spain*
Neil Michael *IDG Global Solutions*
Kumaran Ramanathan *IDG Global Solutions*
Anh Truong *IDG Vietnam*
Rich Vancil *IDC*

Joined IDG Spain

I joined as an intern in 1990 while studying journalism at the Complutense University of Madrid.

Career path

After two years as an intern I was hired as a journalist for PC World. In June 1995, IDG gave me the opportunity to lead a new project: the channel magazine Dealer World. In 2006, IDG also appointed me to lead PC World, and in 2008 I was named director of print media for IDG Communications Spain. In 2011, I was promoted to publications manager of IDG Spain with the task of coordinating the company's print, online and events divisions.

Why I chose this trip

I love nature, especially animals. After visiting Kenya and Tanzania in June 2011, it seemed that Costa Rica was a good destination to enjoy both animals and nature again.

One of the many turtles we saw on the Caribbean side of Costa Rica.

Who you traveled with

I traveled with my girlfriend, Gemma Sahagún. Besides enjoying this beautiful country, the trip was a good opportunity to spend time together and relax.

Trip highlights

Sailing off the coast of Manuel Antonio, on the Pacific side.

Costa Rica is a small country but has an abundance of nature. It offers a wide variety of landscapes and animals. We started our trip visiting Tortuguero National Park. We sailed on the river and enjoyed beautiful views and observed monkeys, turtles, alligators, iguanas and many birds. After that, we visited Arenal. Unfortunately the weather wasn't very good, and we couldn´t do any hiking or see the famous Arenal Volcano because the clouds covered it. It is certainly a reason to return there. Our last stop was Monteverde. It was very difficult to reach this region because the roads are not paved. It took some time by car to arrive, but it was worth the effort to see the beauty of the landscape. We saw all kinds of snakes, insects and butterflies and also enjoyed natural waterfalls and outdoor sports. We not only took a canopy tour but also had some other adventures that made our adrenaline go up 100%, such as hammock bridges, rappelling, cable Superman (traveling across a cable while horizontal) and, most impressive, the Tarzan Swing where we jumped off a tower while harnessed and swung out more than 100 feet.

Gemma and I hiked around the waterfalls in the cloud forest area of Monteverde.

We found sloths in all parts of the country.

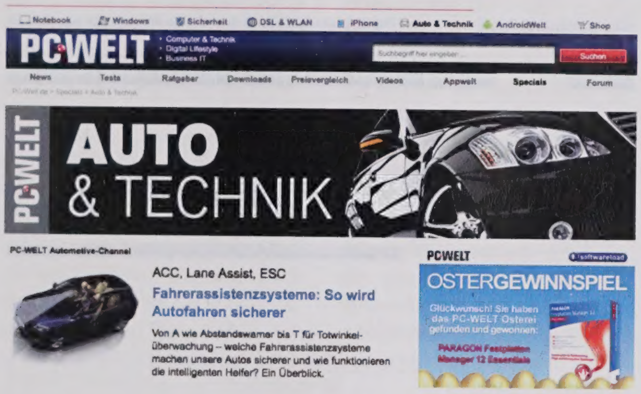
Finally, we spent a few days on the beach in the area of Manuel Antonio. Besides fun activities like snorkeling, we sailed on a catamaran and saw humpback whales and dolphins. It was a fantastic trip. Thank you very much to IDG for making it possible!

IDG World Update

EMPLOYEE NEWS AND INFORMATION

8 APRIL 2013 | VOLUME 43, NUMBER 14 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 6* | UNSUNG HERO - *page 8*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Sicherheit
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iPhone
Auto & Technik
AndroidWelt
Shop
PC WELT
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Digital Lifestyle
Business IT
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Suchen
News
Tests
Ratgeber
Downloads
Preisvergleich
Videos
Appwelt
Specials
Forum
PC WELT
AUTO & TECHNIK
PC-WELT Automotive-Channel
PCWELT
softwareload
OSTERGEWINNSPIEL
PARAGON Festplatten Manager 12 Essentials

ACC, Lane Assist, ESC

Fahrerassistenzsysteme: So wird Autofahren sicherer

Von A wie Abstandswarner bis T für Totwinkelüberwachung – welche Fahrerassistenzsysteme machen unsere Autos sicherer und wie funktionieren die intelligenten Helfer? Ein Überblick.

Glückwunsch! Sie haben das PC-WELT Osterei gefunden und gewonnen:

Automotive tech channels drive reader, advertiser interest

With the lines between automotive and tech categories blurring, IDG brands are devoting editorial space to advances in navigation, entertainment, driver safety and related topics.

SEE MORE ON PAGE 4

Also inside

Book giveaway helps ITWorld add names to database

IDG World Expo to produce BET Experience fanfest

One on one: IDG Consumer & SMB SVP/Editorial Director Jason Snell

IDG brands sponsor content marketing research, event

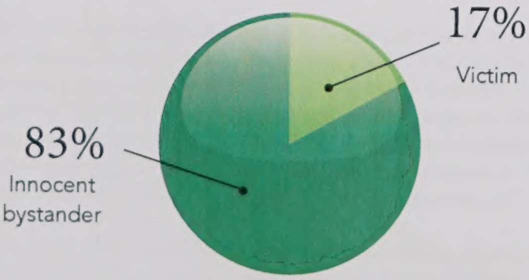
Unsung hero: IDC MEA Project Manager Deepa Ahuja is this week's nominee.

SEE MORE ON PAGE 8

IDG Training's first Outside Insights segment features interviews with Michael Zimbalist (NY Times) and Anna Bager (IAB). Watch the video.

Question of the week results

On April Fool's Day, are you usually the perpetrator, victim or innocent bystander?



Log on to www.idgcentral.com to vote on this week's question:

Are you likely to install Facebook's new Home software on your Android device?

CLICK HERE

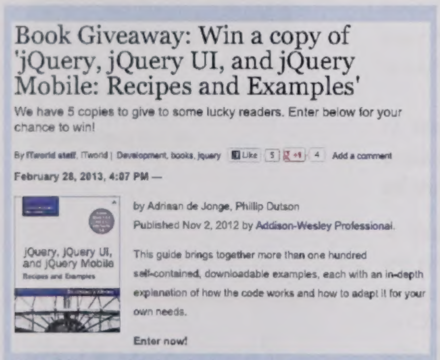
ChartBeat's 'big board' lets IDG CSMB editors track story performance

*TechHive Editor-in-chief **Jason Cross** stands next to the company's flat-screen TV displaying ChartBeat's real-time performance data for stories across all three IDG Consumer & SMB sites. "I think it's made everyone in the editorial group more attuned to what's working and what's not," says IDG CSMB Editorial Director **Jason Snell** in this week's One on One column.*

Monthly book giveaway helps ITworld adds names to newsletter database

ITworld's monthly book giveaway provides free books to five randomly chosen ITworld readers — and about 6,000 unique names have been added to ITworld's newsletter database since its inception just over a year ago. February's offering, *Ubuntu Unleashed, 2013 Edition*, drew 1,039 entries from readers who had to supply their name, email address, city, state and country.

"Growing our email lists has always been the main driver of the book giveaway," said ITworld Managing Editor **Amy Bennett**, "but it's also a service that readers really like — if you ever want to get positive reader feedback, give something away. When we send out winner notifications, it gives us an opportunity to connect with readers, and that is something I find gratifying."



Book Giveaway: Win a copy of 'jQuery, jQuery UI, and jQuery Mobile: Recipes and Examples'

We have 5 copies to give to some lucky readers. Enter below for your chance to win!

By ITworld staff, ITworld | Development, books, jquery Like 5 +1 4 Add a comment

February 28, 2013, 4:07 PM —

by Adriaan de Jonge, Phillip Dutson

Published Nov 2, 2012 by Addison-Wesley Professional.

This guide brings together more than one hundred self-contained, downloadable examples, each with an in-depth explanation of how the code works and how to adapt it for your own needs.

Enter now!

ITworld's monthly book giveaways have garnered approximately 6,000 unique names for its newsletter database.

Bennett said that because ITworld asks for so much personal information "for just about every other thing a reader does on the site — site registration, white paper downloads, freemium-content access — that for this we wanted to focus on adding names to the newsletter list in the most reader-friendly way possible, hence the low barrier to entry."

After supplying their information, readers entering the giveaway are automatically subscribed to two of ITworld's 17 newsletters, typically one of the daily newsletters and a topical newsletter. "We pre-check the signup boxes on the entry form, so if readers don't want to receive newsletters they have to uncheck the boxes," Bennett said. If the readers do not opt out of receiving the newsletters, their names are added to the ITworld email lists. "We also send an email about once a month to everyone who has entered a book giveaway to announce winners and alert them to new giveaways," she said.

The number of entrants for each book varies, ranging from 300 to more than a thousand. "That's part of what makes this interesting," Bennett said. "We get insight into not just what readers want to read but what they want to learn. I try to strike a balance each month with one giveaway that I'm certain will bring in a lot of names and one that is just to test other topics."

Bennett

She added that readers' interest in particular subjects "does to some extent influence the kinds of things ITworld covers, especially with the more practical, how-to types of stories.

Bennett said that she does not have to convince publishers to provide ITworld with free copies of their books. "I just ask," she said. "What's in it for them is promotion. We promote the book giveaways prominently on our site for a full month, as well as in our newsletters and our social media."

Bennett said she works most regularly with Pearson and No Starch Press, as well as with IBM Press, Cisco Press, O'Reilly, Wiley and others. "If they send me a book review request, I consider them fair game. The process varies somewhat between publishers, and I could easily work with just Pearson, since my contact there sends a list of five to six new books every month for me to choose from, which makes my job really easy. No Starch is a smaller publisher, but they'll reach out if they have something new that they think I'll like. I like to mix it up a bit."

For more information contact Amy Bennett. ■

Top titles

The five books that received the most entries in ITworld's free drawings were the following:

- *Ubuntu Unleashed*
- *The Linux Command Line: A Complete Introduction*
- *Learning JavaScript;*
- *How Google Tests Software*
- *Ruby on Rails Tutorial: Learn Web Development with Rails*

IDG World Expo to produce first BET Experience fanfest in conjunction with BET Awards

IDG World Expo is the first-time production partner for the new BET Experience at L.A. Live to be held June 28-30. A celebration of music, entertainment and black culture scheduled to coincide with the 13th annual Black Entertainment Television (BET) Awards, attendees can see live performances by such artists as Beyoncé (already sold out), Snoop Dogg, R. Kelly and The Jacksons; participate in TV show tapings; attend seminars and connect with their favorite BET programs.

The event will also include sponsored giveaways, food booths, product demonstrations, film screenings and more. World Expo will be managing all the details and logistics of the event.

"We've built a close relationship with AEG, the company that owns the L.A. Live entertainment complex, over the past 15 years," said IDG World Expo CEO **Mary Dolaher**. "Fanfest events have become much more popular, and more companies have been approaching AEG about launching them to coincide with their existing shows. AEG has chosen IDG World Expo as its preferred partner to produce these fanfest events — thus, our first effort, the BET Experience."

BET★
EXPERIENCE
AT L.A. LIVE

Dolaher added that through its work on the BET event, World Expo has built "a close relationship" with the global entertainment company Viacom, parent company of BET, MTV, Comedy Central, among many other networks.

"We are hoping to help them create an MTV Awards fanfest as well as develop other fan events with them," she said.

For more information visit the BET Experience at L.A. Live website or contact IDG World Expo SVP/Strategic Communications and Event Development Carolyn Rauch. ■

OneonOne

Jason Snell

IDG Consumer & SMB

The senior VP, editorial director of IDG Consumer & SMB is this week's columnist. Reach him at jsnell@idgcsmb.com.

> "We're very specifically trying to produce videos that can be attached directly to stories, rather than ones that stand entirely alone. Google indexes content based on text. When you pair a video with an article, you're putting your videos with relevant text content. That's good for search."

Q How do you maintain three distinct editorial voices for PCWorld, Macworld and TechHive?

A It's an ongoing conversation as we refine who our brands are trying to reach. In general, we are always striving to get more conversational, more personal and more casual — the legacy of having brands attached to print for so long is that print conventions were to have an impersonal, formal style. So we're fighting that across everything we do.

In terms of individual sites, I think it comes down to always keeping in mind the audience we're trying to reach. On Macworld, obviously we are speaking to people who are committed owners of Apple products. On TechHive, we're trying to reach an audience that loves technology but is more interested in how it fits into their lives, rather than geeking out on all the super-technical details. PCWorld's voice is evolving, but we're keeping in mind that it's an audience that uses their PCs to get real work done, whether it's in the office or at home.

Q How closely do you work with the audience development team to ensure content on all three sites is performing well?

A We're always watching our traffic and working with our product group to find new ways to judge how we're doing. We recently subscribed to ChartBeat, which gives real-time data about who is reading our sites. Now we've got a flat-screen TV in our offices that's tuned in to ChartBeat's "big board" page, which shows the top performing stories across all three of our sites. I think that's made everyone in the editorial group more attuned to what's working and what's not. We also use Omniture for long-term traffic stats.

We also rely on a lot of analysis from people like **Alexa Wriggins** [VP Product Management & Audience Development] to tell us what sorts of pages are doing well and to look at the overall pace of our content production (not just how many stories we're posting but how many news stories versus reviews). The more data we have, the easier it is to strategize about what sorts of stories we should be posting and how many of them.

Q Has your new responsive design platform impacted the way you work?

A Honestly, I don't think the responsive design has changed our editorial approach at all. The nice thing about responsive design is all the elements just change based on how you're viewing things. So when we build a page, we have a good degree of confidence that it'll work on all browsers. What has changed is that we no longer have a fear that something we're building won't work on a phone or a tablet. In the days when we had a special mobile website, sometimes our videos would vanish or our live blog templates would disappear. These days I think we have greater confidence that our content will appear appropriately on all devices.

Q How does video fit into your content lineup on all three sites?

A It's obvious that video is vitally important in the future of Internet content, so even though we've all largely been trained as writers, we have to make that shift. We've got a couple of full-time video specialists on our team, so we're hoping to really ramp up the number of videos we produce.

Writers and editors aren't video producers — they're different roles with very different skill sets. So what we're trying to do is use our editors as "talent" (personalities in front of the camera) in order to show off their skills and knowledge. But they don't have to shoot and edit video themselves, in most cases.

We're very specifically trying to produce videos that can be attached directly to stories, rather than ones that stand entirely alone. There's a practical reason for this: Google indexes content based on text. When you pair a video with an article, you're putting your videos with relevant text content. That's good for search, and it's good for audiences that might be used to clicking on stories rather than watching videos — the videos come along for the ride.

In general, we think that videos should be around two minutes long and no longer than five minutes. Right now we're switching video platforms, so it's a bit hard to quantify video performance. Our goal is to ramp up the content, and we feel that the views will follow. People want to watch video on the Internet. We just need to get better at providing it to them.

Q What's your Superguide strategy?

A Our strategy with Superguides is to take exist-

continued on page 7

Automotive tech channels drive reader interest for U.S., German consumer brands

Technology advances in on-board navigation, entertainment and driver safety are blurring the lines between automotive and tech categories are blurring, and IDG brands are devoting editorial space to those and other related topics.

TechHive in the U.S. recently forged an alliance with Edmunds.com, an online resource for automotive information, that will bring Edmunds' auto tech expertise to TechHive's audience and TechHive's consumer tech knowledge to Edmunds.com's car shoppers.

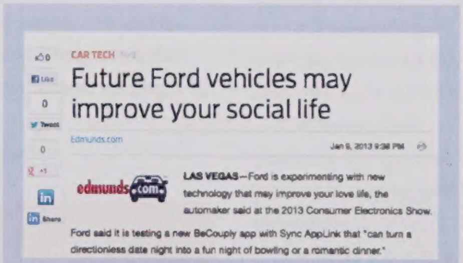
NORTHWESTERN

Sullivan

A year ago, when TechHive staff decided there was a need for more car tech coverage, Senior Editor **Mark Sullivan** thought a strategic partnership would fill the coverage gap quickly, as in-house resources were stretched thin. He contacted Edmunds.com and found they were very interested in expanding their content to new audiences.

"Originally we thought Edmunds would syndicate car tech coverage to us, but the relationship has evolved to where the two parties collaborate on car tech features," Sullivan said.

The first major collaboration between the two companies, "The Tech-friendly cars of 2013," will be published this week on both sites. The first Edmunds story to appear on TechHive was published in January during CES, and there have been several since.



Future Ford vehicles may improve your social life

Edmunds.com

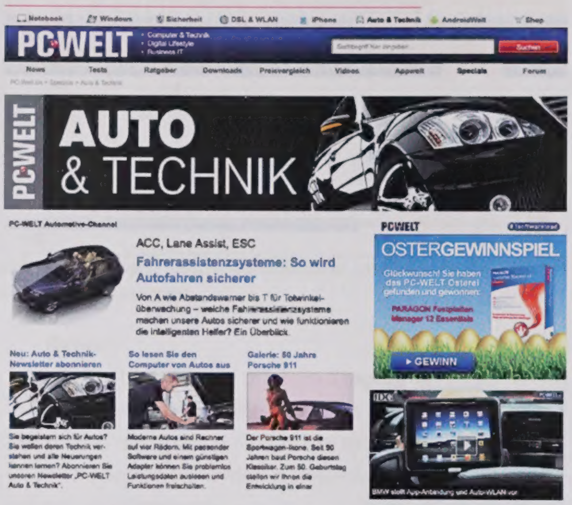
Jan 6, 2013 9:38 PM

LAS VEGAS—Ford is experimenting with new technology that may improve your love life, the automaker said at the 2013 Consumer Electronics Show.

Ford said it is testing a new BeCouply app with Sync AppLink that "can turn a directionless date night into a fun night of bowling or a romantic dinner."

TechHive began including content from the Edmunds.com site in January.

So far car tech content has appeared alongside other features on the TechHive home page, but it will soon be consolidated in a dedicated car tech section of the site.



ACC, Lane Assist, ESC

Fahrerassistenzsysteme: So wird Autofahren sicherer

Von A wie Abstandswarner bis T für Totwinkel-überwachung – welche Fahrerassistenzsysteme machen unsere Autos sicherer und wie funktionieren die intelligenten Helfer? Ein Überblick.

Neu: Auto & Technik-Newsletter abonnieren

Sie begeistern sich für Autos? Sie wollen deren Technik verstehen und alle Neuerungen kennen lernen? Abonnieren Sie unseren Newsletter „PC-WELT Auto & Technik".

So lesen Sie den Computer von Autos aus

Moderne Autos sind Rechner auf vier Rädern. Mit passender Software und einem günstigen Adapter können Sie problemlos Leistungsdaten auslesen und Funktionen freischalten.

Galerie: 50 Jahre Porsche 911

Der Porsche 911 ist die Sportwagen-Ikone. Seit 50 Jahren baut Porsche diesen Klassiker. Zum 50. Geburtstag stellen wir Ihnen die Entwicklung in einer

Glückwunsch! Sie haben das PC-WELT Osterei gefunden und gewonnen:

BMW stellt App-Anbindung und Auto-WLAN vor

PC-Welt rolled out its car tech channel after seeing the vast array of auto-related technology at CES.

At IDG Germany, PC-Welt has created an automotive channel. Inspired by the car tech displays at this year's CES, PC-Welt launched its automotive channel in February, with original content appearing online and in the new Auto & Technik section in print. Two new stories appear daily, with two longer articles each month. The channel had 70,000 page impressions in March.

Advertisers quickly noticed the new channel. "Two hours after we launched the new PC-Welt channel, we got a lot of ads from the automotive segment as new keywords flew into the ad exchange," said Publisher **Jonas Triebel**. While BMW had previously advertised on PC-Welt, the channel is attracting more interest from other brands including Volkswagen, Mercedes, Audi and Toyota. Honda booked three full-page print ads last week.

PC-Welt recently launched a weekly newsletter and plans to expand content with longer articles in the coming months.

IDG Germany's TechHive site has a more general mobility channel, that not only shares car tech coverage with PC-Welt but also has other kinds of transportation-related content on topics such as Wi-Fi in trains. (TechHive.de, which debuted in December, was originally a blog called Techfokus.de that IDG Germany bought and rebranded; it continued its car tech/mobility channel under the new TechHive name.)

Write to Mark Sullivan and PC-Welt Deputy Editor-in-chief Andreas Perband. ■

Pan-IDG sponsorship of CMI research, event raises profile among content marketers

The first component of a unique pan-IDG sponsorship in the U.S. made its debut last week. "B2B Software Content Marketing: 2013 Benchmarks, Budgets, and Trends — North America" is a custom study conducted by the Content Marketing Institute (CMI), and four IDG business units are the exclusive sponsors.

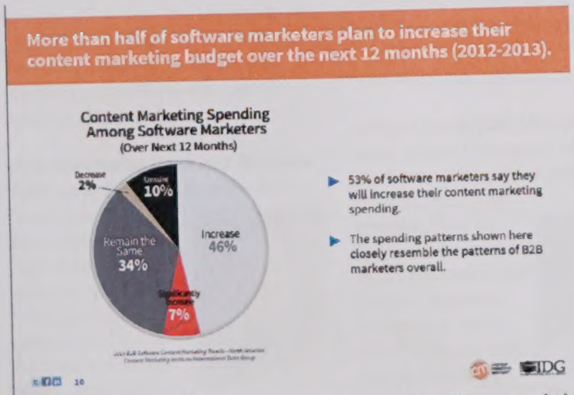
"This sponsorship was a good match for us," said **Howard Sholkin**, director, communications and marketing programs, IDG Global Solutions. "In today's digital world, content marketing is all the rage. CMI bills itself as the leading global content marketing education and training organization, and we are the global leader in tech media."

The 20-page report is based on the responses of 165 software marketers in the U.S. and Canada. Among its findings:

- Fully 99% of respondents use content marketing as part of their marketing mix.
- The top organizational goals for content marketing are lead generation (82%), followed by brand awareness (80%) and thought leadership (79%).
- More than half of the respondents plan to increase their content marketing budgets in the next 12 months.
- The most popular types of content marketing include social media (93%), webcasts and webinars (88%), video (87%) and case studies (86%).

Sholkin said he typically looks for sponsorships or marketing programs that span several weeks or months. The second part of the CMI sponsorship program is the Content Marketing World Tech Summit, slated for Sept. 12 in Cleveland.

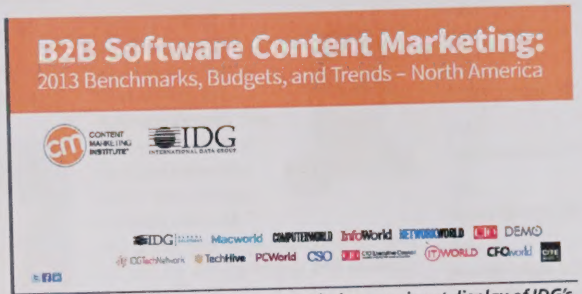
Sponsorship benefits for IDG include:



More than half of software marketers plan to increase their content marketing budget over the next 12 months (2012-2013).

- 53% of software marketers say they will increase their content marketing spending.
- The spending patterns shown here closely resemble the patterns of B2B marketers overall.

The survey found that more than half of respondents will increase their content marketing budgets in 2013.



B2B Software Content Marketing:
2013 Benchmarks, Budgets, and Trends – North America

IDG's sponsorship of CMI's research includes prominent display of IDG's U.S. brands in the report.

Report

- Logo/branding on published report
- CMI will promote the report via one blog post on CMI online, recognizing IDG as the sponsor.
- The report will remain accessible on CMI online for a minimum of one year.
- IDG will have first right of refusal regarding renewal of 2014 study sponsorship.

All the IDG sponsors may promote and post the report across digital and social channels.

Summit

- Opportunity to present a 3- to 5-minute thought-leadership session on "Where we see the industry."
- Three complementary tickets to the one-day Tech Summit
- Discounted tickets to the summit to offer to clients and prospects.
- Tabletop display at the summit.
- Signage at the event and logo on event website.
- Complete attendee list from the summit.

> "Serving as the lead sponsor for third-party tech research is a nice complement to all the insightful surveys that we produce. The research and the Summit sponsorships give us a prominent position in the content marketing world into September."
>
> *— Howard Sholkin*

"This is the most comprehensive pan-IDG Communications marketing program that I have seen in my nine years at the company," Sholkin said. "I think serving as the lead sponsor for third-party tech research is a nice complement to all the insightful surveys that we produce. The research and the Summit sponsorships give us a prominent position in the content marketing world into September."

Click here to download the report. For more information, contact Howard Sholkin. ■

noteworthypeople

Promotions

Friedman

Macworld Senior Writer **Lex Friedman** expands his role to include social and community manager for PCWorld, Macworld and TechHive. "Lex will lead our editorial efforts in the social media and community areas, including coordinating our editorial social media strategy, maintaining social media guidelines for editors, keeping an eye on emerging social media platforms and keeping all of us up-to-date on the latest changes to established platforms," said **Jason Snell**, SVP and editorial director, IDG Consumer & SMB. He will also work with the Product group to select a tool that will make it easier for editors to post and schedule social content, as well figure out what our next-generation comments system might look like." lfriedman@idgcsmb.com

New employees

Akmam

Wilhendra Akmam joins **IDC Indonesia**'s Jakarta office as a research manager. He last worked for m-STARS group in various roles including strategic planning, market research and financial management. He holds a B.A. in political science from the University of Indonesia and an MBA from the University of Texas/Dallas. Away from his desk he enjoys reading biographies, cooking and playing the guitar. wakmam@idc.com

JOE MOLA

Tyler

IDG Enterprise has hired **Amanda Tyler** as a digital ad operations specialist; she was previously a digital advertising assistant with Primary Design, Inc. A graduate of Lasell College in Newton, Mass., she holds a B.A. in communications. In her free time she enjoys scrapbooking, her two rabbits and travel. atyler@idgenterprise.com

Zhang

New at **IDC China**'s Beijing office is PC Market Analyst **Yufei Zhang**. She most recently worked for a U.S.-based global market research firm on its client service team. She is a 2011 graduate of Michigan State University with an M.A. in marketing research. yfzhang@idc.com

Mu

Also new at **IDC China** is Senior Market Analyst **Nick Mu**. He previously worked for GfK Retail and Technology China Co. as a data quality control supervisor, tracking the progress of projects and evaluating subcontractors' performance. He graduated from the Capital University of Economics and Business in Beijing with a B.A. in economics. nmu@idc.com

Neo

Previously a temporary employee with **IDC Singapore**, **Neo Kai Rong** joins the staff full-time as a conference executive working with the Financial Insights team, developing content and coordinating speakers. He holds a B.A. in management from RMIT University in Melbourne, Australia. krneo@idc.com

Lim

Jovern Lim is **IDC Malaysia**'s new sales account manager. He has more than 10 years of experience in IT sales, including printers, PCs, laptops, servers and cloud solutions. He holds a degree in computing from APIIT Malaysia and enjoys badminton, go-karting, soccer and reading. jovernlim@idc.com

Pruthi

New with **IDC Singapore**'s Storage team is Senior Market Analyst **Ambica Pruthi**. She previously worked as a business analyst in the mobile industry and has implemented enterprise mobile solutions for smartphones and tables. A graduate of NMIMS University in Mumbai, India, with an MBA in technology, she enjoys cooking, swimming and travel. apruthi@idc.com

Lim

Also new at **IDC Malaysia** in Kuala Lumpur is Associate Market Analyst **Derk Leon Lim**. Prior to joining IDC he worked at the events and brand solutions company The Big Red Button in brand building for Philip Morris. A graduate of Malaysia's Sunway University with a degree in accounting and finance, he enjoys football, fishing and rock climbing. dlim@idc.com

Qiao

IDC Singapore has hired **Li Qiao** as a senior market analyst with its Services group, supporting its coverage of big data and analytics. Previously an IT graduate analyst in the banking industry, she graduated from the National University of Singapore with a B.S. in computing. During her studies she was an exchange student at the University of Wisconsin/Madison. In her free time she enjoys sketching and playing badminton. lqiao@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Rick Pastore *CXO Media*

24
Sue Yanovitch *IDG Enterprise*

18
Henry Morris *IDC*

16
Anders Elbak *IDC Nordic/Denmark*
Dawnette Gordon *IDG U.K.*

14
Lauren Costello *CXO Media*
Maro Eremyan *IDG Enterprise*

13
Markus Schwerdtel *IDG Germany*
Vladimir Kroa *IDC*
Anne McDonald *IDG Consumer & SMB*
Anne McCrory *IDG Enterprise*

12
Dan Timberlake *IDC U.K.*
Volkert Deen *IDG Netherlands*
Annette Berg *IDC Nordic/Denmark*
Shari Redan *IDG Consumer & SMB*

10
Premi Kokani *IDC U.K.*

9
Stacy Crook *IDC*
Lewis Ward *IDC*

7
Caroline Keough *IDG Enterprise*

6
Jeff Radecki *IT World Canada*
Ewa Jadczak *IDG Poland*
Mark Sullivan *IDG Consumer & SMB*

5
Michael Kurzidim *IDG Switzerland*
Megan Roman *IDG Enterprise*

4
Magdalena Kozakiewicz *IDC U.K.*
Nick Geist *IDG World Expo*

3
Aksinnia Yemelyanova *IDC U.K.*
Veronica Martell *IDC Mexico*
Andreas Thors *IDG Sweden*
Rafael Pereira Rigues *Now!Digital Business*

2
Mirza Baig *IT World Canada*
Saskia van Delft *IDG Netherlands*
Amy Machado *IDC*
Tina Ni Riain *IDC*
Carmen Facas *CXO Media*

1
Jonas Falk *IDG Sweden*
Emma Karlsson *IDG Sweden*

Framingham/Boston area runners invited to join IDG team for J.P. Morgan race

Framingham- and Boston-based IDG and IDC employees are invited to join the IDG team participating in this year's J.P. Morgan Corporate Challenge, a 3.5-mile through downtown Boston. The race takes place on June 20, beginning at 7:15 p.m. on the Boston Common. The route will take the 12,000 runners representing more than 600 Boston area companies from the Common to Kenmore Square and back.

To participate in the Corporate Challenge, you must run as a member of a team. Registration is now open, and you can click here to join the IDG team. The cost is $45 per person.

Proceeds from the race series benefit a variety of not-for-profit and charitable organizations in the cities in which the races are held. This year's local beneficiaries are the Emerald Necklace Conservancy and City Spotlights Summer Leadership Program.

If you can't join the team, mark the date and come cheer on your colleagues. A post-race party for employees is being planned at a downtown location — more information will follow. The event usually sells out quickly so if you're planning to run, don't wait. Please contact team captain Bryan Rusciano, senior operations manager, IDG World Expo, if you have questions. ■

continued from page 3

One on One

ing content, collect it in a convenient form, and use it to reach audiences that are not necessarily studying our websites and magazines that carefully. In the long run, I think ebooks are going to be a big revenue stream for publishers. If you think about it, online bookstores are another kind of search engine. If someone's searching Amazon or the Apple iBookstore for a particular topic, they've basically got their wallet out and are willing to pay for something that solves their problem. They might have never heard of Macworld or PCWorld, but our content can still be relevant to them.

To date, we've produced 60 books across all three of our brands, with five currently in production. The Superguide program started with Macworld in 2005 as something of an experiment when we launched a single 100-page PDF about digital photography. As of March, we've published 50 Macworld titles, nine PCWorld titles and one TechHive title. We sell each of our books in all major electronic formats (iBooks, Kindle, Nook, Sony and PDF) and plan to release 20 books in 2013.

It's still early days on this front. Our ebooks editor, **Serenity Caldwell**, is probably one of the most knowledgeable people in the world when it comes to ebook tools and the bugs you'll find in most of the popular ebook readers. In many ways, it's like the early days of the web: There's clearly going to be something here, but right now the tools are hard to use and it's quite labor intensive to make a book. But there is going to be a payoff there, and if we don't invest the time in it now, we risk missing the reward when this area takes off.

Q How do you determine the correct balance between news, analysis, opinion, how-to and reviews for your three brands?

A There was a time when we were computer magazines and reviewing rafts of products was what defined us. But that time has passed. Our competition today is a set of incredibly savvy, web-native tech sites. If you look at them, you find a mix of content types. I think we sometimes still consider product reviews our defining content type, and every other sort of content is kind of an add-on. I'm as guilty of this as anyone — just the other day I posted a job for an editor who would assign reviews in a product category, and a few days later I realized that what I really wanted was a staff writer who would be an expert on that topic. It's a tough mind-set to shake, but we must.

That doesn't mean that reviews and product testing aren't important — they absolutely are, in the right measure and with the right emphasis — but we can't define ourselves only by our reviews. That was a painful process that I went through at Macworld, and it's something we're dealing with now with PCWorld and TechHive. But I do think there are great opportunities here, for news analysis that goes beyond the aggregated breaking-news post, for product and lab stories that aren't reviews, for lots of great how-to and tip stories and for provocative and well-reasoned opinions. And, of course, for great reviews of major products and appropriate round-ups of important product categories where we can make a difference.

Q What do you think about the further blurring of the line between smartphone and tablets with the advent of devices like ZTE's Gran Memo and its 5.7 inch screen?

A Because Apple led the way in introducing modern smartphones and tablets, I think we got a distorted view of what those markets would end up being. Starting out, Apple picked what it felt was the best size for the iPhone and iPad. As with the iPod, it was inevitable that Apple would branch out from there — but it always does so slowly and carefully. So Apple's success made it tougher to compete in those sizes, but easier to provide alternatives for people who wanted smaller or larger devices than Apple's. Also, many companies are happy to release a half-dozen phones in different sizes, something Apple will never do.

Apple is slowly expanding its product line, but the fact is that there's a continuum of mobile device sizes, and even if Apple stakes out the two or three sweetest spots, there will always be people who want something bigger or smaller. My gut feeling is that "phablets" will never be a top-of-the-charts category, but enough people will find value in them that they'll stick around. Eventually, we're going to have multitouch mobile devices that range from the size of a watch all the way up to 27-inch monsters, and you'll be able to take your pick. ■

unsunghero

Deepa Ahuja

Project Manager

IDC MEA

IDC MEA Associate VP, Conferences ***Ronita Bhattacharjee*** *nominated Project Manager* ***Deepa Ahuja*** *as her group's Unsung Hero. "Deepa has been instrumental in spearheading high-profile events, such as the regional Summits, Channel Qualification events, Oracle User Days, IBM Focus workshops and many more. She has been a mentor to the Africa and Turkey teams as well as handled cross-regional projects on a turnkey basis, which span 12 to 16 cities at times. Deepa's understanding of conferences is very comprehensive, which has contributed significantly to the growth and success of events in Middle East, Africa and Turkey."*

Deepa Ahuja *joined IDC in March 2007.*

Home
New Delhi, India

Joined IDC
March 2007

Current title
Project manager (Middle East and Africa)

Primary job responsibilities
I have been a part of significant projects such as the CIO Summit Series across Middle East, Africa and Turkey regions since their inception in 2009. Apart from these, I have also handled other custom projects, media activities and barter partnerships. I have also trained the new team members across the MEA region.

Three things I do in a day's work

- Touch base with vendors and suppliers for their requirements and issues and try to arrive at a win-win situation.
- Coordinate with various teams across MEA region.
- Draw up a plan for any upcoming project/event.

What I love most about my job
Everything! Each conference has its own set of challenges, but the end result has always been delightful.

A hot-button issue that I'm dealing with
It is important for IDC as a brand to stay ahead of its competition. In order to ensure that the distance between IDC and its competitors remains significant, it's essential not only to maintain the standard of IDC conferences but also provide the correct quality.

Latest accomplishment
Completed the sixth edition of the Middle East CIO Summit and fifth edition of Africa CIO Summit in February and March, respectively.

Career highlight
Working on CIO Summit series ever since its inception; ITIDA, our first channel event in 2010; and Oracle User Day, traveling to 12 cities across MEA.

What I'm doing to be a better employee
It's important to be self-motivated and stay abreast of the surroundings. I try and stay positive and always ready to help my colleagues as far as possible.

Interests outside the office
I like to spend time with family and, when travelling, enjoy visiting new places.

What others can't tell just by looking at me
I am quite talkative!

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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Howard Sholkin *IDG Global Solutions*
Andreas Perband *IDG Germany*
Jason Snell *IDG Consumer & SMB*
Carolyn Rauch *IDG World Expo*
Mark Sullivan *IDG C&SMB*

Do you know an unsung hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Send your suggestions to IDG World Update.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

1 APRIL 2013 | VOLUME 43, NUMBER 13 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 6* | UNSUNG HERO - *page 8*

IDG Germany enables customer control with new eCommerce site

To improve users' online experience, nine online stores once run by an outside agency have been brought in-house and redesigned to operate on a single platform with significant cost savings.

SEE MORE ON PAGE 4

Also inside

Management Excellence Program helps employees hone leadership skills

IDG Netherlands creates in-house training academies

One on one: IDG Global Solutions CEO Matthew Yorke talks about Native@IDG

Original music video created for IDG Germany's YouTube show strikes a chord with viewers.

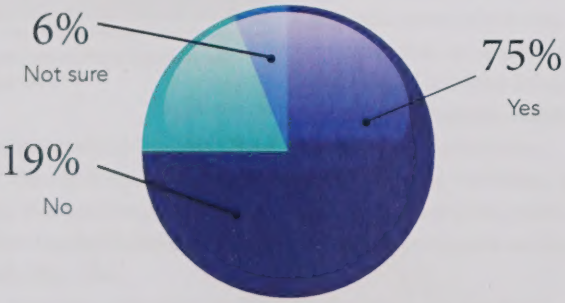
SEE MORE ON PAGE 7

Unsung Hero: IDC Manufacturing Insights Research Director Kimberly Knickle.

SEE MORE ON PAGE 8

Question of the week results

Do you think the Galaxy S4 will pose a serious threat to the iPhone 5?



Log on to www.idgcentral.com to vote on this week's question:

On April Fool's Day, are you generally the perpetrator, the victim or an innocent bystander?

CLICK HERE

Carrigan speaks at AOP in London

IDG Communications CEO Bob Carrigan participated in the closing panel, The Future of B2B Media & Marketing, at the Association of Online Publishers conference in London on March 12. Click here to view the 10-minute video of his remarks.

Wanted: Your office photos

The Photo of the Day feature on IDG Central lets you share a quick look at what's happening at your business unit, like this interview (right) at IDG Sweden's recent Social Responsibility Day. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. Send the photo with a short description to idgcentral@idg.com.

Management Excellence Program helps employees hone leadership skills

Nineteen employees spent three days last month exploring key management and leadership skills at the annual IDG Management Excellence Program (MEP). Held at the Babson Executive Conference Center in Wellesley, Mass., March 5-7, the program attracted a diverse group of colleagues from three countries (U.S., Sweden and Brazil) and seven different business units. The highly interactive agenda featured a mix of internal and external presenters and was hosted by **Alana Dros**, trainer, IDG Training and Development; **Patty Chisholm**, SVP Human Resources, IDG Enterprise; and **Carolyn Yanuskiewicz**, coordinator, IDG Training and Development.

*MEP class of 2013 (front, l-r): **Jennifer Frietas**, senior marketing manager, IDGE; **Ekapat Chareonlarp**, VP, IDG TechNetwork; **Filomena de Frietas**, Sales VP, Enterprise, Consumer and Telecom Consulting, IDC Latin America; **Doug Dineley**, executive editor, Test Center, IDGE. Middle, l-r: **Karsten Weide**, program VP, digital media and entertainment, IDC; **Kirk Mitchener**, manager, IT systems integration, IDC; **Phuong Hang**, program manager, WW Hardcopy Peripheral Trackers, IDC; **Jane Weissman**, senior client services manager, IDG Connect; **Ricardo Villate**, VP, research & consulting, IDC Latin America; **Sue Madaio**, HR manager, IDC; **Janis Dempsey**, sales director, IDC; **Lynn Holmlund**, senior marketing and PR manager, IDGE. Back: **Michael Shirer**, PR director, IDC; **Thomas Alexander**, senior director, engineering, IDG CSMB; **Marcus Jerrang**, editor, IDG Sweden; **Al Wilcox**, sales manager, Health Insights, IDC; **Jason Cross**, executive editor, TechHive, IDG CSMB; **Jason Tenenbown**, program developer, IGS; and **Heather Levinson**, VP, Systems and Network Infrastructure Consulting, IDC.*

On the program's first day, attendees participated in a full-day Motivation Factor workshop, presented by Julie Lynch of Uncommon Consulting. Participants explored a simple and effective framework for clarifying objectives, developing emotional and social intelligence, identifying individual talents and passions and understanding how these contribute to personal, team and organizational goals.

*The program was hosted by (l-r): **Carolyn Yanuskiewicz, Patty Chisholm** and **Alana Dros.***

On day two, participants broke into groups to work through a case study depicting a challenging employee-relations situation. After the groups had a chance to present their recommendations, Dave Wilson, an employment attorney from Hirsch Roberts Weinstein LLP, joined the discussion to offer some thoughts on the legal implications of the case.

Later that day, participants heard from IDG News Service Editor-in-chief **Elizabeth Heichler**, who spoke about Coaching Stars and Managing Performance.

New to this year's program was a Performance Workshop, led by Dros, that was designed to let managers practice crafting performance feedback and delivering those messages in a safe environment, Dros said.

Day two ended with the MEP Alumni Management Panel, which featured **Mo Barrett**, senior director, program management and analytics, IDG Global Solutions; **Lidice Fernandez**, program director, IDC; and **Per Melker**, CSO national sales director, IDG Enterprise. Each panelist discussed a management challenge they had faced, described what they did to address the situation and shared insights they had gained from the experience. Panelists talked about the challenges of managing remotely, bringing Motivation Factor back to their team after MEP and empowering team members.

Day three began with a session by Dros on Situational Leadership. Participants learned how to adapt their leadership style to provide the most appropriate level of direction and support based on an employee's competence and commitment for completing the task.

Another new session on Maximizing Strategic Contributions was presented by VP, Leadership Development **Monica Brunaccini** from the CIO Executive Council. She presented the GlobalNovations Four Stages of Contribution Model and facilitated several activities to encourage participants' thinking about their level of contribution within the organization and how they could continue to grow and expand both their role and impact.

The final segment of the three-day program was the IDG Leadership Panel. Panelists included IDC VP Human Resources & Education **Debbie Bernardi**; IDG Enterprise SVP, Digital Sales **Brian Glynn**; and **Pete Longo**, CEO, IDG Consumer & SMB and IDG TechNetwork. Each of the panelists discussed one pre-assigned question related to leadership and participated in a lively Q&A session.

"I was very impressed with the program, and I have several management take-aways, but the component that I found the most valuable was meeting colleagues from different IDG business units," said IDG Enterprise Senior Marketing and PR Manager **Lynn Holmlund**. "I already have a meeting to share PR best practices with [IDC Public Relations Director] **Mike Shirer** and was able to meet several colleagues that I have spoken with on past projects."

For more information on any of IDG's corporate training programs, contact Alana Dros. ■

OneonOne

Matthew Yorke

IDG Global Solutions

The CEO of IDG Global Solutions is this week's columnist. Reach him at matthew_yorke@idg.com.

> The Native@IDG launch is perhaps the best example yet of the power of IDG at work. This innovative set of solutions was not designed by one business unit nor one individual but rather a group of outstanding individuals from IDGE, IDG Consumer & SMB, the TechNetwork and IGS who worked together to deliver this best-in-class product set.

Q How is native advertising different from content marketing?

A Native ads are paid experiences that are complementary to the platform and content in which they are presented. So it relies on content, but that content is served naturally and with value to the reader in a way that does not interrupt the reader flow but rather enhances it and, thus, improves user engagement. This is done dynamically based on content that the reader is engaging with or has shown a real interest in. The traditional form of content marketing — advertorials or sponsored sections — is static in that every visitor will be exposed to that content regardless of interests or actions, and the content is predetermined and can be intrusive or disruptive.

Q What can you tell us about IDG's new Native@IDG portfolio of products?

A Our new Native@IDG products and services allow tech marketers to present information across IDG media channels and the independent sites in the IDG TechNetwork, based on what we know about readers' individual interests and behavior on our sites. The portfolio currently contains five products: InFunnel, a "reader's assistant" that uses contextual and behavioral data to expose relevant editorial and advertising content to the reader; NewsCast, a content-recommendation module that aligns a brand with reviews and topics within IDG editorial; Native Blogs that advertisers can host and lead promoted within the editorial sections of IDG media sites; Video Trigger, which serves marketing messages relevant to videos that a reader might engage with; and Sponsored Posts that allow marketers to recommend content from IDG media sites and social platforms. Read more here.

Q Is Native@IDG the evolution of prior IDG marketing programs?

A Native@IDG is a natural extension of IDG Amplify's social marketing. When we look at that portfolio it is indeed an early harbinger of the power of native advertising. The units were unique to IDG, and we were bringing in content, comments and links from across the social web to enhance the brand story and user experience. Native@IDG today is the next phase of that type of innovation, but it's not reliant on social. Also, when [IDG Communications CEO] **Bob Carrigan** gave us the brief to develop a set of IDG native solutions he was very clear that we must be designing ad units that will thrive in the world of data and programmatic buying. Many of the launch units have been specifically designed with that in mind, and, of course, all units are truly mobile-optimized.

Q Is Native@IDG an international program and if it is, where is it available today? What role does IDG TechNetwork play?

A The entire set of ad units has been designed to be able to run on any site as a matter of principle. Indeed, we have already shared the presentation with some of our international markets and will be following up with sales and marketing materials. The IDG TechNetwork [IDGTN] plays a very important role on two fronts: first, added reach/extension in terms of how we plan to retarget. For example, IDG Enterprise readers are retargeted as they move across the web and land on IDGTN sites with native ads that are topically aligned to what they were reading on the IDGE sites. Second, IDGTN serves as our underlying platform for data and programmatic buying.

Q How does Native@IDG position IDG against both its BtoB and consumer competitors?

A This new set of products moves us to the front of the pack and maintains our hard-earned reputation for innovation and exciting new products and services. It also enables all sales teams to quickly get more client meetings and pick off some of the low-hanging fruit. We learned that with IDG Amplify programs introduced five years ago clients love to hear about new things and are prepared to invest dollars.

Q How big of an issue is 'banner blindness' on our sites?

A Banner blindness is a big industry issue driven in part by low user value in the ads and experience. The industry click-through rate for banner ads in 2009 was 9%, today it's about 0.2%. That's a very disturbing trend that shows no signs of improving (with the exception of mobile, which today performs better). These are industry issues that all marketers and media companies are trying to figure out, and it is widely accepted that native advertising offers a better reader experience and thus better performance.

What challenges are there for native advertising?

continued on page 7

IDG Germany enables customer control with streamlined eCommerce platform

IDG Germany's nine branded online stores have proved to be readers' "preferred point of sale," according to **Stefan Huegel**, online director at IDG Business Media. To improve users' online experience, the stores, once run by an outside agency at great expense, have been brought in house and redesigned to operate on a single platform. One of the stores' newest and most popular features allows users to manage their own subscriptions and data.

Offering more than 700 products, including a broad range of magazines, editorial studies, DVDs, e-books, tablet publications, market reports, dictionaries and more, the nine sites — one for each of IDG Germany's enterprise and consumer titles, published by IDG Business Media and IDG Tech Media, respectively — feature all of the products for sale by each brand, as well as subscriptions to each division's print and digital titles. (Those titles are Business Media's ChannelPartner, CIO, Computerwoche, and TecChannel and Tech Media's AndroidWelt, iPadWelt, iPhoneWelt, Macwelt and PC-WELT; the site URLs use a 'shop.title.de' format.)

Conceptualizing, creating and testing the new shop platform, which debuted in early February, took about a year. "The entire team learned a lot about all of the tasks that it takes to make a digital subscription happen — from placing products in a shopping cart to billing the customer," Huegel said.

The shop platform was designed by IDG Germany and built by an external company, but IDG hosts and maintains it.

> One of the main goals of the new platform was to enable its customers and subscribers to manage their data and subscriptions by themselves.

Diversification of IDG Germany's portfolio of digital and print products was central to the Munich-based business unit's online-shops strategy. "Although reader revenue still is an amazingly strong revenue stream in Germany, within the last couple of years we have paid a lot of attention to expanding our product portfolio by leveraging the unbelievable strength and credibility of our brands," said **Mirja Wagner**, head of database operations.

Huegel said IDG Germany has focused on ideas to increase reader revenue "in order to make our brands more independent of the display ad market. One of our key takeaways is that a rich portfolio of digital and printed products drives additional reader revenue. We consider our shops to be the showplace of that portfolio and really try to make our products shine as brightly as possible."

*The IDG Germany team behind the creation of the nine online shops includes (l-r): Development Specialist **Manuel Heine**, Web Coordinator **Mike Hartmann**, Tech Media Marketing Coordinator **Manuela Eue**, Head of Database Operations **Mirja Wagner**, Research Specialist **Carolin Beck** and Email Marketing Manager **Bianca Aumeyer**. (Not pictured: Development Specialist **Julian Bez.**)*

One of the main goals of the new platform was to enable its customers and subscribers to manage their data and subscriptions by themselves. "Now they can log in to their account, update their data, modify or renew their subscriptions, keep a record of the digital products they have bought and downloaded, check their premium subscriptions or simply get in touch with customer service," Huegel said.

Once customers select products to buy, they can supply a credit or debit card number or choose to be invoiced. There is also a secure gateway for users of Wirecard, one of Europe's biggest payment providers, "which will enable us to offer mobile payment options later this year," Huegel said.

Less expensive items can be paid for via micropayments, he noted, but "invoicing turns out to be the favorite payment method for German customers."

Customers do not receive a discount for buying online. "We regularly offer online-only products and packages," Huegel said. "We put so much effort into relaunching the online stores because they are the preferred point of sale."

So far, subscriptions, to both print magazines and their digital iPad versions, as well as ebooks and single copies of IDG Germany magazines, have proved the most popular items across all of the shops. "Customers have said they appreciate the clear, easy-to-navigate design of the shops."

Contact Stefan Huegel. ■

IDG Netherlands creates in-house training resource in response to survey feedback

As a response to employees' requests in the 2011 and 2012 IDG Employee Opinion Survey for more personal development training, IDG Netherlands launched its Academy programs late last year. These consist of the IDG Academy, with general personal development classes, quarterly market trends sessions and training workshops to improve specific skill sets, and the IDG Marketing Academy specifically for the marketing team.

IDG Netherlands management team members provided Human Resources Manager **Saskia van Delft** with topics they would like to see covered in the IDG Academy. "This summer we will ask employees what subjects they would like to see in the training workshops and trends sessions," van Delft said.

All sessions are held at the company's Amsterdam offices, led by in-house staff or an external training bureau. In February van Delft hosted a session on employee coaching. IDG Netherlands CFO **Jaco van den Bosch** will speak on financial management this month, and IDG Netherlands Lead Developer **Mark Nederpelt** and Developer **Steve Dijkerman** will offer a class on HTML basics in May. The training company holds workshops on personal growth and development, self-leadership, sales psychology and how to give presentations, among other topics.

"The budget we have is limited," van Delft said, "but we save money by holding our training sessions at the office and by tapping the wealth of in-house expertise we have. I am also able to get really good deals because we work with the external bureaus on a regular basis."

The trend sessions run approximately 1.5 hours and have been "very popular," van Delft said. Last year IDG Global Solutions (IGS) CEO **Matthew Yorke** spoke about surviving the channel battles, nanosites, IDG Amplify and thought leadership, among other topics. Last month IGS EMEA VP **Neil Michael** headed a session on IGS's role worldwide and how IDG can meet its customers' needs. Another recent session was led by Sander Duivestein, author of "Me and the Media: The Rise of the Conversation Society," and looked at social networks, blogs, Web 2.0 and virtual worlds, among other technology trends.

Employees can choose two training sessions per year, more if there are openings in their desired workshops. The trend sessions are capped at about 25 seats, and staff can sign up for any number on a first-come, first-served basis.

HANS KLUPPEL

*In-house instructors for this year's IDG Academy include (l-r): Lead Developer **Mark Nederpelt,** CFO **Jaco van den Bosch,** HR Manager **Saskia van Delft** and Developer **Steve Dijkerman.***

To date, approximately 75 employees have taken advantage of a training session, trend session or both, van Delft said.

The Marketing Academy, designed for the 12 members of IDG Netherland's B2B and B2C marketing departments and website managers, offers four workshops per years. Marketing colleagues work together on case studies designed by IDG Netherlands marketing managers that are then presented to the company's management team. "The Marketing Academy is designed to create a constant flow of knowledge and innovation among our marketing team members," van Delft said.

> "The goal of the Academy is to offer a continuous means of personal development and skill enhancement to the 80 employees of IDG Netherlands."
>
> *— Saskia van Delft*

"The goal of the Academy is to offer a continuous means of personal development and skill enhancement to the 80 employees of IDG Netherlands," van Delft said. "Since the sessions are held in-house all Academy sessions are easily accessible — people just come to work — and there are no location rental costs."

Contact Saskia van Delft. ■

noteworthypeople

New employees

Bunani

IDC Philippines has hired **Anastacio Bunani** as a customer services representative with its Integrated Marketing Customer Services group. He was previously advertising director for Hong Kong-based Jetsetter Magazine; prior to that he was an event coordinator with Metal Bulletin/Euromney Plc. He earned a degree in information systems from the Philippines' Davao Oriental State College of Science and Technology. He enjoys movies, television, hiking and travel. abunani@idc.com

Jansen

Also new at **IDC Philippines**' Integrated Marketing Customer Services group is Customer Service Representative **Shari Jane Jansen**. She previously held a similar title with Dish Network. She holds an undergraduate degree in dentistry and enjoys cooking, crocheting and spending time with her two young children, ages two and five months. sjansen@idc.com

Ea-Somboon

Niparat Ea-Somboon is **IDC Thailand**'s new administrative manager. She has previously worked in office administration at Tawanchai Legal and a Bangkok travel agency. She earned a B.A. in business administration from Thailand's Suan Sunandha Rajabhat University and enjoys movies, music and playing badminton. neasomboon@idc.com

JOE MOLA
Casey

Patrick Casey joins **IDG Enterprise** as a digital account services specialist tasked with finding generational leads and email marketing through e-newsletter and alerts. Previously a data entry coordinator at Covidien, Patrick holds a B.A. in communications from St. Anselm College in Manchester, N.H. In his free time he follows Boston sports teams, plays soccer and spends time with family and friends. pcasey@idgenterprise.com

Et cetera

IDG Australia Editor **Rohan Pearce** and **IDG News Service** Sydney Correspondent **Jeremy Kirk** last month collected Consensus IT Writers Awards in Sydney.

Pearce

Pearce won the award for Best Feature for CIO Australia's "What Went Wrong With the Hubble Space Telescope (And What Managers Can Learn From It)" as well as the award for Most Entertaining Article for Computerworld Australia's "Why 'Nigerian Scammers' Say They're From Nigeria."

Kirk

Kirk won Best News Story for "After Uphill Battle, Bank Refunds $12,000 to Skimming Victim" **Stephanie McDonald**, senior journalist at **IDG Australia**, was a finalist in the Best Technical Article category.

The Consensus Awards recognize Australian and New Zealand IT writers, journalists and editors and are supported and endorsed by the Australian Computer Society and Australian Consensus Technology Association. rohan_pearce@idg.com.au, jeremy_kirk@idg.com and stephanie_mcdonald@idg.com.au

Business units worldwide may submit information for the Noteworthy section by emailing world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Steve Tozeski *IDG List Services*

23
Andrea Piontek *IDG Germany*

21
Ruth Sager *IDC*

20
Doreen Francy *IDC*

18
Christian Meyer *IDG Germany*
Sebastian Hirsch *IDG Germany*

17
Victor Falkteg *IDG Sweden*
Adam Jadczak *IDG Poland*

16
Parit Shah *IDG U.K.*

15
Magnus Müller *IDG Sweden*
Peter Müller *IDG Germany*
Ronald Wiltscheck *IDG Germany*

14
John O'Malley *IDG Connect, IDG List Services*
Bianca Bruhn *IDC Nordic*
Jonas Lindholm *IDG Sweden*
Claudia Heinelt *IDG Germany*

13
Robert Mahowald *IDC*
Peter Nyström *IDG Sweden*
Helle Kierkegaard *IDG Sweden*
Petra Schmitz *IDG Germany*

12
Agam Shah *IDG News Service*
Lars Danielsson *IDG Sweden*

10
Angela Chen *IT World Canada*

8
Iveta Hanclova *IDG Czech Republic*
Ademar de Abreu *Now! Digital Business*
Arancha Asenjo *IDG Spain*
Sebastian Stein *IDC U.K.*
Daniel Bader *IDG Switzerland*

7
Gio Stein *IDG World Expo*
Ching Lee *IDG*
Thomas Rubel *IDC*
Yasmina Benjelloun *IDC France*
Nestor Arellano *IT World Canada*

6
Erika Karr *CXO Media*
Kathy Georgiyevskaya *IDG Communications*
Waldemar Schuster *IDC Brazil*
Michael Obermeier *IDG Germany*

5
Magnus Mu Ray *IDG Sweden*
Edith Tricheux *IDC France*
Yoko Ono *IDC Japan*
Anna Elwartowska *IDG Poland*
Agnieszka Serafin *IDG Poland*
Agnieszka Fila *IDG Poland*
Patrick Woods *IDG Germany*

4
Brice Wandebrouck *IDC France*
Liam Baker *IDG Netherlands*

3
Rohit Mehra *IDC*
Louis Kustwan *IDC*
Zbynek Hutar *IDG Czech Republic*
Carl Olsson *IDG Sweden*
Marianne Friedmann *IDG Denmark*
Line Ørskov *IDG Denmark*
Tung Quach *IDG Vietnam*
Mariusz Nowicki *IDG Poland*

2
Samuel Blazar *IDC*
Usman Sindhu *IDC*
Emma Thornton *IDG U.K.*
Franco Spinelli *IDG Int'l Controller's Office*
Tom How *IDG U.K.*
Mai Anh Nguyen *IDG Vietnam*
Erik Peelen *IDG Netherlands*
Kazuhiko Ishimori *IDC Japan*
Ganesh Pillaiyar *IT World Canada*
Christina Gnädig *IDG Germany*
Leonhard Jadgarow *IDG Germany*

1
Mary Hazelton *CXO Media*
Mike Brown *IDG Consumer & SMB*
Nga Bui Phi *IDG Vietnam*
Pia Aschenbrenner *IDG Germany*

Send anniversary information to world_update@idg.com.

continued from page 3

One on one

Some of the challenges lie in the fact that because native is so new there are no agreed-upon industry standards or performance benchmarks. Native also creates loss of total control and workflow issues for digital agencies.

Q With such a tight integration between ads and editorial, is the line blurring further between the long-held separation between edit and advertising?

A Today the entire web is social. If you look at some of the most successful examples of native advertising — Facebook-sponsored stories and promoted tweets — it's clear that the lines are blurred. Twitter will hit approximately $1 billion in revenues next year with this model. But at IDG, the quality of our editorial is a defining value and differentiator. Our native ad units will still clearly be ad units, but they will be more relevant to readers than traditional ad units through the use of contextual and behavioral data gathered based on what they read. We won't compromise editorial quality or independence because then we lose user trust and that's self-defeating.

Q What about mobile?

A Mobile is a much-talked about opportunity and some would say somewhat overhyped. What is clear in mobile is that the traditional banner approach to marketing just won't cut it. We think mobile is the ideal calling card for native advertising. On a desktop, users are likely to be multitasking and be distracted. With mobile and the smaller screen there are no distractions. If you click on a mobile video, for example, you are deeply engaged at that point, both with the brand and the content. The art of native advertising is to merge the brand seamlessly into the content and enhance the user experience.

Q Who was responsible for developing Native@IDG?

A The Native@IDG launch is perhaps the best example yet of the power of IDG at work. This innovative set of solutions was not designed by one business unit nor one individual but rather a group of outstanding individuals from IDGE, IDG Consumer & SMB, the TechNetwork and IGS who worked together to deliver this best-in-class product set. Other big media companies such as the New York Times or Conde Nast have dedicated groups that have sole responsibility to drive innovation, but at IDG it's baked into our DNA across every business unit and every employee — and that's far more powerful. This approach just leads to better ideas, because we have a far broader client feedback loop and multiple sales teams on different brands sharing customer insights versus a team without client insights holed up in a dark room somewhere.

Many people worked outside of their day jobs to deliver Native@IDG but special call outs to: **Jason Tenenbown** [program developer, IGS], **Ekapat Chareonlarp** [VP, IDG TechNetwork], **Gregg Pinsky** [SVP, GM, online operations, IDGE], **Daniella Krieger** [marketing director, IDG TechNetwork] and **Marla Kelley** [marketing coordinator, IDG TechNetwork]. ■

High5's original song, music video strike chord with German viewers

IDG Entertainment's High5 team recently introduced a new element for its YouTube comedy series, "Hoppers": an original song that's become a hit on iTunes and Amazon.

High5 is a YouTube channel that launched late last year, and the staff produces a diverse array of video content focused on video games, gadgets, films and more. Hoppers is a 10-episode original series starring the five-member High5 team that is set, thanks to the use of a green screen, in the landscape of the video game Skyrim.

The High5 channel has more than 81,000 subscribers and ranks second among YouTube's 13 German Original Channels.

*High 5 Channel Host **Fabian Siegismund**, singer Tommy Krappweis and Channel Host **Nino Kerl** in costume on the Hoppers set*

The team decided that an original music video would be something fun to do on the show, and they sketched out some basic ideas for the melody and the lyrics. They then turned to a longtime friend of theirs, Tommy Krappweis, to compose the song. Krappweis is well known in Germany as a comedian, author and creator of Bernd das Brot ("Bernd the Bread"), a puppet character based on a popular children's TV show.

Krappweis dons a costume and sings "Ein echter, wahrer Held" ("A true genuine hero") as if he were a character in Skyrim amidst a sequence of various scenes in the four-minute episode. "Hoppers" episodes are between 3½ and 5 minutes long.

The chorus of the song essentially translates as: You can be all of this/You can make it on your own/No matter what you lack./No matter what your burdens may be/Break the chains! Do what you have to do!/If you don't quit even though you fall/Then you're a true genuine hero.

"We wanted the song to be motivational," said Channel Host/ Editor **Nino Kerl**. "It serves as an anthem for all nerds and makes them feel that they can be heroes if they want to." Kerl appears in the video along with Channel Host/Editor **Fabian Siegismund** — showing off their air guitar talent at one point — and Special Projects Manager **Maxi Gräff** is cast as a damsel. Several well-known people who appear on other German YouTube channels appear as well.)

During the first weekend of the show, the song was downloaded more than 500 times from iTunes and Amazon at a cost of 2.99 euros (US$3.72) for the full soundtrack, which has multiple versions of the song such as extended play and karaoke, or 0.99 euros ($1.28) for the single song. The "Hoppers" episode has more than 225,000 views on YouTube to date.

The team created a karaoke competition after its debut and has received more than a dozen original music videos from "Hoppers"' fans. The winners will be invited to spend a day at the High5 studio. The team will also recut the best entries to create another video to post to the channel.

The High5 team will produce a second season of "Hoppers" starting mid-year and aims to continue its musical success with another new song.

Write to Nino Kerl. ■

unsunghero

Kimberly Knickle

Research Director

IDC Manufacturing Insights

IDC Industry Insights Group VP, Research ***Bob Parker*** *nominated IDC Manufacturing Insights Research Director* ***Kimberly Knickle*** *his group's Unsung Her. "She is an expert at balance. She runs the Manufacturing Insights IT Strategies program, coordinates our Four Pillars research participation with our other IDC colleagues, contributes significantly to our supply chain research and is our leading analyst on environmental sustainability as well as process manufacturing segments such as textiles, chemicals, metals and paper. She takes on all of this with aplomb and delivers research that is universally respected by our clients."*

Home

Needham, Mass.

Primary job responsibilities

I'm responsible for research and analysis of business and IT issues related to the manufacturing industry, focusing on topics and technologies that are changing the way manufacturers buy and use IT, including big data, cloud, mobile, social and sustainability.

Three things I do in a day's work

Email, write and listen.

What I love most about my job

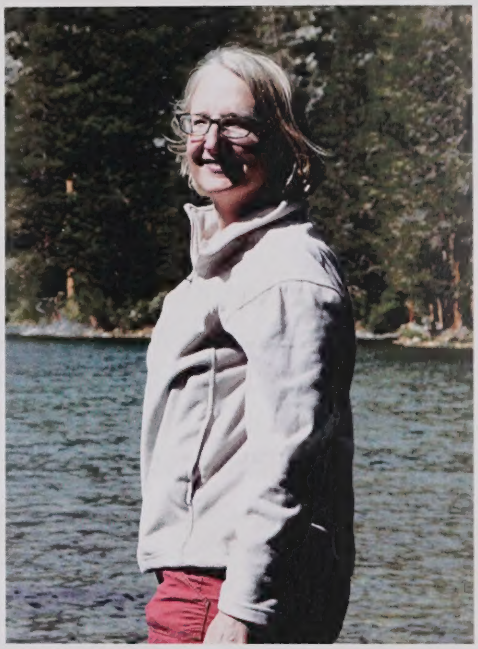
I'm always learning something new and meeting new people. And doing things like competitive analysis, thinking strategically and being practical.

Latest accomplishment

Getting the IDC Cloud Maturity Model to "the finish line," as another analyst called it. That's a document developed collaboratively within IDC across P&Ls and designed for the IT buyer to "move forward successfully" with cloud computing.

Career highlight

My boss worries when I say this: Getting one of my photos into the IDG Employee Calendar. Mostly because it's one of those things I never expected to happen at work. On a more serious note, we had a client ask for a deliverable that hadn't been done before, and I said, "Yes, I can do that, and it will take me X hours." The results were so successful that we ended up selling a very large consulting deal to do many more across the Insights businesses.



Kimberly Knickle *joined IDC in October 2006.*

What I'm doing to be a better employee

Trying to be patient and open to change, taking a deep breath and looking forward. I'd like to think that I'm working to make IDC better, not just me.

Interests outside the office

Reading mysteries (on average, a book a week), baking, cooking, hiking and outdoor walks and family travel.

What others can't tell just by looking at me

What I *hope* people can't tell by looking at me: that I have an almost 17-year-old son and 19-year-old daughter.

Do you know an unsung hero?

Is there an unsung hero in your office? A person whose quiet contributions help ensure the success of the whole group? Send your suggestions to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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25 MARCH 2013 | VOLUME 43, NUMBER 12 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 9

Sellout crowd flocks to eighth edition of IDG Sweden's web event

IDG Sweden's Internetworld staff plans and produces the company's largest event, which focuses on doing business online. Above, Internetworld Editor-in-chief Magnus Höij welcomes the 1,500 attendees.

SEE MORE ON PAGE 4

Also in this issue

IDGE's big data seminar series thrills sponsors

One on One: Talentum Editor-in-chief Mikko Torikka

U.S. event colleagues lend a hand at Webbdagarna

Attendance gains underscore continued relevance of IDC's 48-year-old Directions conference

IDG Enterprise recognizes outstanding employees with President's Awards.

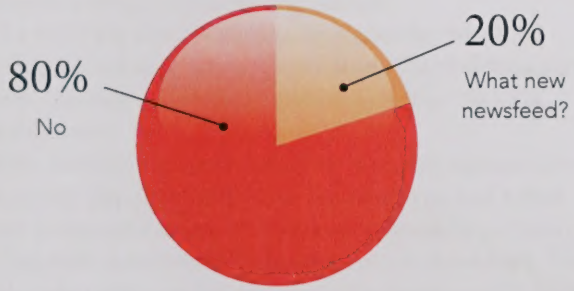
SEE MORE ON PAGE 7

Unsung Hero: IDC Energy Insights EMEA Research Manager Gaia Gallotti is this week's nominee.

SEE MORE ON PAGE 9

Question of the week results

Facebook has set up a waiting list for its new newsfeed. Will you put your name on it?

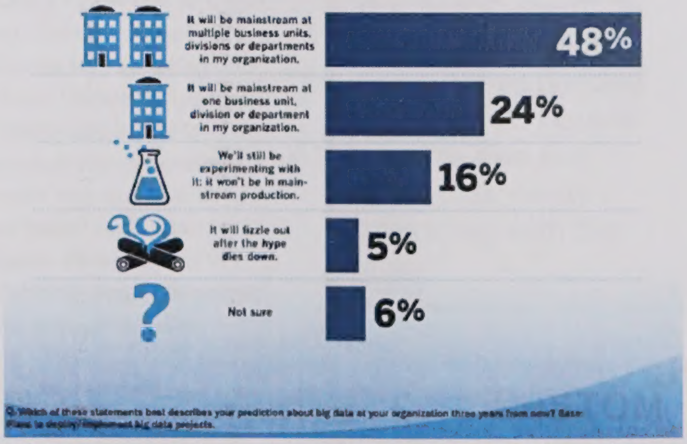


Log on to www.idgcentral.com to vote on this week's question:

Do you think the Galaxy S4 will pose a significant challenge to the iPhone 5?

CLICK HERE

Big Data Is Here to Stay



IDG Enterprise recently completed a five-city seminar series focused on big data and sponsored by HP and Microsoft. The well-received seminars featured IDG Enterprise research that found, among other trends, 48% of respondents predicted big data would be mainstream at their organizations within three years.

SEE MORE ON PAGE 2

IDGE's big data seminar series 'thrills' sponsors HP and Microsoft

IDG Enterprise's recent CIO-branded big data seminar series proved to be a great success for both IDGE and the series' sponsors, Hewlett-Packard and Microsoft, according to **Bob Melk**, IDGE SVP, group publisher and CMO. It was also one of the first IDGE events that used IDGE research as a cornerstone of the content presented.

The Data Imperative: Optimizing for Volume, Value and Business Results
AN EXECUTIVE FORUM
Produced by CIO
Sponsored by hp and Microsoft

Melk said the impetus for the five-city series came from HP and Microsoft, which were interested in backing a road show of complimentary half-day seminars targeting CIOs and VPs at companies that are implementing big data strategies. IDGE had done a similar series of events on the cloud two years ago with HP, Microsoft and Intel. "They felt it was very successful," Melk said, "and approached us again this year with a focus on big data. We worked with the same contacts, which made organizing things much easier."

The goal for the series' sponsors was to communicate the value of HP and Microsoft's SQL data solution, "which competes with the Oracles and SAPs of the world," Melk said.

Each event began at 8:00 a.m. with a breakfast, followed by Melk's presentation on big data market research conducted by IDGE across its brands. "Using data points from our other studies, including our State of the CIO research, we learned that only 14% of the companies surveyed have deployed big data solutions," Melk said. "Most are still evaluating and developing their strategy. It's similar to where companies were five years ago with the cloud. We're about to see a big jump in big data strategies as executives push their IT organizations to not just be efficient but be competitive and provide top-line revenue growth. Our research focused on respondents' objectives, what they hope to achieve and the obstacles they face, some of which are security, compliance staffing and just getting started."

The IDGE big data survey was developed by the IDGE marketing and editorial teams and conducted by IDG Research Services. The data was analyzed and packaged by the IDGE marketing team.

After Melk's presentation, an HP or Microsoft representative spoke on big data best practices in the enterprise, and a third speaker presented five case studies from different industries in which big data demonstrated a quick return on investment. The session closed with a roundtable discussion moderated by Melk that was open to all of the speakers and attendees. "Everyone in the room could get ideas on how to work around regulatory rules, for example, and security issues," Melk said. "This was designed to be a thought-leadership event, a way to help people, not a heavy-handed sales event. People want to find out what their peers are doing with big data."

***Bob Melk**, IDG Enterprise SVP, group publisher and CMO and emcee of IDGE's big data seminar series (standing right) with K.C. Choi, Hewlett-Packard VP Americas Solution Architecture, who spoke on big data best practices in the enterprise.*

The seminars were held in cities selected by the clients — San Francisco, Los Angeles, Dallas, Chicago and New York, where the series finished late last month. Melk said IDGE promised the sponsors at least 15 qualified attendees per event. In the end, the events averaged 20 attendees with 85% of them VPs or higher. "We had a very targeted database push, primarily managed by our Events group, targeting database practitioners who are heavily involved in purchasing data solutions for their organizations," Melk said. He credited IDGE VP of Marketing and Content Strategy **Anne McCrory** for the overall agenda; Director of Marketing, Events **Lori Spendley** and Event Marketing Specialist **Kristin Jeannotte** for their work at attendee recruitment and retention as well as Senior Account Director **Kevin Ebmeyer** and VP/Publisher **Adam Dennison** for selling the series.

> "This was designed to be a thought-leadership event, a way to help people, not a heavy-handed sales event. People want to find out what their peers are doing with big data."
>
> *Bob Melk*

Melk said both sponsors were "thrilled" with the series' results. "Not only did the events create relationships for them and foster dialogue, what Microsoft and HP learned was that the message really resonated with the attendees," Melk said. "Companies are at the beginning of the investment stage and seeking advice on how to find quick ROI to build support for broader use cases, and this seminar provided that insight."

For more information contact Bob Melk. ■

OneonOne

Mikko Torikka

Talentum (Finland)

The editor-in-chief of Tietoviikko and MikroPC, who is IDG's primary contact at publishing partner Talentum, is this week's columnist. Reach him at mikko.torikka@talentum.fi.

Talentum at-a-glance

Website www.talentum.fi

Location Helsinki, Finland

Signed licensee agreement with IDG 1983

Products CIO, MikroPC (PC World title), Tietoviikko (Computerworld), Uratie (Recruitment insert/website), IDG Connect (lead generation)

Events in 2013 38. Main events include CIO 2013, ChannelWorld; MDM (Master Data Management) & Business Analytics

Number of employees who work on IT brands 15

Q Briefly describe what the tech media environment is like in Finland. How does Talentum fit it?

A The environment is challenging. All the consumer technology publications have to cope with diminishing subscriber revenue. Ad sales are weak in print and in online. MikroPC's two main competitors have been refocusing their brands. One, Tietokone, is focusing more on the business side of IT. Another, mB, is moving away from IT to be more of a general consumer technology magazine. Our estimate is that MikroPC is coping better than the competition.

On the other hand, Tietoviikko and CIO are doing great. In general business-to-business brands are doing better than business-to-consumer brands. Ad sales for Tietoviikko are on budget, and we have a good professional audience, both online and in print. The events business is still going strong this year. CIO and Tietoviikko events attract both attendees and sponsors. We estimate that this year our event business will be responsible for 40% to 50% of Tietoviikko's total revenue. CIO is even more event-focused.

Our traditional strong seller has been recruitment ads. Unfortunately, they are also very dependent on the general economic situation. The money from recruitment ads will probably be permanently lower than it was in 2008. Luckily, our IT brand's operations have already been adjusted for lower revenue level from recruitment ads.

Q What kinds of mobile projects are you involved in?

A Our largest development project is our digital paywall site, Talentum Summa [see below], which is also available on mobile. We're still running our mobile sites on a solution from Black Mobile. This spring we've been seeing more interest in mobile advertising. The pricing for mobile advertising is still low, but the volume of advertising is finally getting higher.

Q What are attendees and sponsors looking for in terms of events these days?

A Attendees still attend our events to learn something new. We have events such as IT Support & Service desk and Tietosuoja & Tietoturva (Information Security) where the attendees pay up to 2,200 euros (US$2,848) to participate. These events focus on increasing your skills on a specific topic, such as the new EU Data Protection Regulation, automated service desk or digital document management. Our sponsored events, such as CRM and CIO, are usually free for attendees. The sponsors want new leads and new business. Our job is to make that possible by creating an interesting program so we'll get attendees with the right profile. But it's a delicate job; we need to create an environment for the sponsors so they will be able to find new business. But it cannot be too commercial; attendees don't want to listen sales pitches all day.

Q Are you doing any interesting custom projects?

A Since 2009 we've partnered with Microsoft for a custom microsite, Microsoft Arena, that targets corporate users of Microsoft products. It contains a variety of content including straight news stories, blogs and video and more. Much of the content is produced by Microsoft, but Tietoviikko editors have some editorial control over all the site's elements. Users can comment on any of the content elements, which gives Microsoft an effective way to engage in a two-way dialogue with its target audience.

We renewed our contract with Microsoft last summer and released a new version of Microsoft Arena last September. It's more Microsoft-, software- and partner-focused than before. Microsoft wanted fewer pageviews but more leads and committed readers. The new Arena has blogs, reports from Microsoft's events, partner information, tips for using Microsoft products and information about the latest Windows applications. So far, the results have been good, and we're both satisfied. We were able to negotiate a better deal in financial terms, which is also great.

In addition, we have been able to create more straightforward solutions to sponsored blog posts and interactive nanosites. Sponsored blogs can be found in a special section of Tietoviikko. Our customers want to have more than just traditional display advertising. Blogs and nanosites give them tools to show their expertise and influence directly to our readers.

Q What are you doing to increase user-generated revenue?

A We're in the middle of creating a paid content service for all Talentum products. It will be called Talentum Summa (Talentum Sum). Customers

continued on page 7

IDG Sweden's Webbdagarna establishes itself as country's top online business event

1,500 attendees pay close to US$1,200 to attend this month's two-day sold-out event

IDG Sweden's market-leading event for online business professionals was a success on all fronts. Webbdagarna (Web Days), now in its eighth year, took place March 6 and 7 at the Waterfront Congress Center in Stockholm and attracted more attendees, brought in more revenue and garnered more coverage in the mainstream media than ever before. Produced and hosted by the editorial staff of IDG Sweden's Internetworld publication, Webbdagarna covers social media, marketing, e-commerce and mobile, all topics that are of high interest to communications and marketing professionals in Sweden, said **Magnus Höij**, editor-in-chief of Internetworld.

"With keynote speakers including Wired magazine founder Kevin Kelly, a number of much-talked-about entrepreneurs and a solid lineup of partners from the online industry, Webbdagarna is now the premier event for the online industry in Sweden," Höij said. "Kevin talked about the future of the web and what's beyond. Our audience is looking for trends and things just around the corner, which made Kevin a perfect choice to address them."

Other featured speakers on the main stage included a panel of young YouTube stars who are attracting big audiences with their online programs. Freelance journalist Beata Wickbom interviewed the trio, which included Marcus Numan, 20, creator of Stamsite, Lisa Jonsson, 11, creator of Misslissibell and Nellie Berntsson, 12, creator of the site NellieBerntsson.se. "It was obvious that the crowd loved that session given that we are all eager to understand all the new stuff coming from the younger generation," said Höij, who served as the event host.

Another popular session focused on opportunities presented by streaming media and featured representatives from YouTube; TV4, the biggest commercial television station in Sweden; Bambuser, a Swedish streaming service provider; and Viaplay, an on-demand streaming service.

The whole event, except for the breakout sessions, was streamed live on the Internetworld home page, explained Online Editor **Ada Fredelius**. The live-streamed sessions were viewed by between 330 and 4,300 people, with the average session garnering about 800 viewers, Fredelius said. Many viewers have also been watching the sessions in the days following the event, so that most sessions have been seen more than 1,000 times. The most popular session has had about 60,000 views so far, Fredelius said.

The editorial staff was deeply involved in putting together the agenda for the event, as well as hosting the different breakout sessions. They also covered the talks with a live blog on the Internetworld.com site. Among the new features at this year's event were:

IDG Sweden staff — and guests — who helped with this month's Webbdagarna pose with cardboard cutouts of Steve Jobs, Marc Zuckerberg and Marissa Mayer. Numerous attendees took advantage of the opportunity to be photographed with these industry leaders. L-R: ***Nina Mattsoff,*** *art director;* ***Ulrika Ullman****, event manager;* ***Maibritt Møller****, event manager, IDG Denmark;* ***Moa Quist****, event coordinator;* ***John Sundström****, marketing manager, Webbdagarna;* ***Ada Fredelius,*** *online editor, Internetworld;* ***Magnus Höij****, editor in chief;* ***Katarina Strömberg****, managing editor;* ***Jackie Mellen,*** *marketing manager, IDG World Expo.*

- Studio Webbdagarna — a live-streamed studio show designed to keep the event's online audience engaged during breaks in activity on the main stage. Studio Webbdaggarna was hosted by Fredelius and Joakim Jardenberg, one of Sweden's most prominent online business thinkers/speakers. They invited a variety of event speakers, visitors, sponsors and Internetworld editorial staff to engage in short interviews during the breaks and lunch.
- More focus on the exhibition floor, which was better organized to facilitate business meetings and networking among attendees.
- An event app replaced a printed agenda and contained the event schedule, a Twitter feed, information from event sponsors and a way for attendees to connect with one another.

The event was totally sold out with 1,500 tickets

continued on page 5

continued from page 4

Webbdagarna

***Maibritt Møller**, event manager, IDG Denmark (l) and **Ulrika Ullman**, event manager at IDG Sweden, have forged a solid working relationship. Møller was at Webbdagarna for the first time and pitched in throughout the event. Ullman will visit IDG Denmark's Computerworld Expo in April.*

snapped up by attendees who paid 7,950 SEK (US$1,232), and attracted close to 40 sponsors. Höij said his team is currently grappling with the happy problem of accommodating anticipated future growth. "The venue cannot really handle more people, so we need to figure out ways to grow next year. A bigger venue? Raise the ticket prices radically? More events in Stockholm? Three days instead of two? At this time, we're not sure what way to go."

Webbdagarna is currently IDG Sweden's largest event. "It is a very solid and profitable business, and we are also happy to learn — via comments on Twitter, blogs and the event evaluations — that it is widely considered to be the premiere event by the industry overall," Höij said.

Webbdagarna's success has resulted in a series of smaller spinoff events throughout Sweden including Göteborg (600-plus attendees in 2012), Malmö and Växjö (each with approximately 250 attendees) and Luleå (with 150 to 200 attendees).

For more information, contact Magnus Höij. ■

U.S. event colleagues spend a week in Sweden and get up close look at Webbdagarna

Two U.S. event professionals got a chance to learn firsthand what goes into running IDG Sweden's market leading Webbdagarna (Web Days) event when they traveled to Stockholm earlier this month to lend a hand. IDG World Expo Marketing Manager **Jackie Mellen** and IDG Enterprise Event Manager **Caroline Keough** spent a week at IDG Sweden where they sat in on pre-event meetings, assisted with last-minute preparations, performed a variety of tasks during the two-day event and sat down with colleagues the day afterward to offer feedback on all they had seen and done.

A casual conversation at last year's Global Product Line Meeting among IDG Sweden Internetworld Editor-in-chief **Magnus Hoij**, IDG World Expo VP/General Manager Macworld/iWorld **Paul Kent** and IDG Training and Development Director **Laurie Butson** laid the groundwork for this collaboration.

"Nowadays we are looking beyond simply benchmarking against our Swedish event competitors to what other organizers are doing globally," said Höij. "Though we could just try to study what other organizers here in Europe are doing, I figured we should take advantage of the expertise and knowledge that we have internally at IDG. After all, we are one company and should be able to work more closely together."

*Internetworld Editor-in-chief **Magnus Höij** said he received valuable feedback from U.S. colleagues **Jackie Mellen** (center) and **Caroline Keough**.*

"When I learned about the opportunity to assist the IDG Sweden team with their Webbdagarna event, I was excited not only by the chance to learn about and attend a cutting-edge digital event but also to have the opportunity to work with colleagues at another business unit," said Mellen. "We don't often have occasions to meet, brainstorm and discuss best practices with other business units, so this was a great way to learn and share ideas."

Höij said the team tried to include Mellen and Keough in all the day-to-day operations leading up to the event. "We ran a lot of meetings in English!" he said. The pair helped prepare handouts and giveaways and familiarized themselves with the speakers and session schedules. During the event, they helped to manage attendees at the keynotes and main stage sessions and worked with the live-streaming team at Studio Webbdargarna to manage and coordinate the scheduled speakers.

***Jackie Mellen** and **Caroline Keough** worked with Online Editor **Ada Fredelius** (right) and **Yasmin Tilles,** event coordinator (back to camera), in the Studio Webbdagarna, which streamed live content on the Internetworld site throughout the event.*

Mellen said she was particularly impressed with the live broadcasts and interviews. "I thought they were spot-on in terms of keeping online retention rates high. The interviews and discussions kept the online viewers engaged with exclusive content while the main stage sessions were on break."

She said she also was intrigued with a sponsorship offer from Uber car service. "The sponsorship included handing out Uber gift cards to all attendees as they left a keynote session. I particularly like this idea for our VIP group at E3 and am looking forward to exploring and possibly implementing a similar sponsorship."

Höij said he was extremely pleased with the way the week went. "We got some very valuable feedback from Jackie and Caroline on Friday that will really help us continue to improve Webbdagarna. It was a pleasure to work with two such talented professionals in addition to the extremely talented crew that we already have!"

Höij hopes to extend this type of exchange with colleagues at other IDG business units that produce events. "We could share expertise and ideas regarding commercial opportunities, operations, marketing or content." ■

Attendance gains underscore continued relevance of IDC's Directions conference

IDC has held its annual industry briefing, Directions, for its clients in the U.S. for 48 years, but this year's edition goes into the record books for attendance and customer satisfaction scores.

The March 5 conference in Santa Clara, Calif., drew more than 1,150 attendees, a 6% increase in technology industry attendees over last year, and the March 13 Boston event logged over 1,000 attendees, a 9% increase in client attendees.

IDC asks attendees to evaluate all speakers based on content and presentation, and averages this year were exceptionally high, said IDC VP/Marketing and Lead Development **Jon Guloyan**. He attributed that to "a very strong agenda that addressed clients' pressing IT questions and expert analysts who delivered polished presentations. One attendee said 'IDC got it just right,'" he noted.

"The increase in attendance and the high level of positive feedback are evidence that we're not only drawing in new customers but also deepening our relationships with our existing clients," said IDC President & CEO **Kirk Campbell**.

This year's theme was "Unlocking Value from the 3rd Platform: New Buyers, Offerings and Competitors." IDC defines that technology platform as being built around cloud, social, mobile and big data/analytics.

Virtually all of the IDC analyst speakers (52 in Santa Clara and 54 in Boston, many of them leading sessions in eight program tracks) touched on those four pillars.

Program VP/Clients and Displays ***Bob O'Donnell*** *spoke about the impact of mobility in users' personal and professional lives.*

The morning general sessions featured SVP/Chief Analyst **Frank Gens** ("Competing on the 3rd Platform"), VP/CMO Advisory Service **Kathleen Schaub** ("Re-imagining the Buyer: Why the CMO is the New Technology Broker), Program VP/Clients and Displays **Bob O'Donnell** ("How Mobile Devices and Mobile Applications Are Reshaping the Workplace") and VP/Datacenter and Cloud **Rick Villars** ("Mega Datacenters and Content Depots: The New Physics of IT in the 3rd Platform Universe").

For each of the past few years IDC has introduced some type of new client element to Directions — a lunch for analyst relations professionals, another for market intelligence professionals and a Custom Solutions pavilion — and built on its success each year. The Custom Solutions pavilion — a demonstration area staffed by analysts — doubled in size since last year's debut, and IDC has already booked some $350,000 in business as a result, Guloyan said.

Directions 2013
Engage and Educate Your Prospects and Customers - Go to Market Services
IDC

(L-R): Engagement managers ***Craig Wilga, Debbie Rosenthal*** *and* ***Paul Morrisette*** *get ready to talk to attendees in the demo area at Boston's Hynes Convention Center.*

This year an IT Executive track showcased IDC's IT advisory research, providing decision making frameworks and guidance around implementing the four pillars.

There was also an invitation-only lunch with a presentation on "Tackling the CIO's Agenda for 2013." Not only was there lots of interest from the IT professionals for this track, but many IT suppliers also took advantage of the educational opportunities.

"We are very excited about the attendance and IT professionals' enthusiasm for the IT Executive track," said SVP/IDC IT Executive and Industry Research **Meredith Whalen**. "It was a great opportunity to highlight IDC's thought leadership on some of the most burning issues IT professionals are facing and to build deeper relationships with this very important client base."

IDG's U.S. media brands served as media sponsors this year, with CITEworld and TechHive making their first appearance. IDC again collaborated with IDG Enterprise, IDG Consumer & SMB and IDG Global Solutions to connect with IDC's sales teams to encourage IDG clients to attend and promote Directions via newsletters, Twitter outreach and other marketing efforts.

(L-R): IDC Marketing Assistant ***Kim Vittorioso*** *and Lead Client Service Representative* ***Laurie Horn*** *staff the registration table in Boston.*

IDG WORLD UPDATE PHOTOS

Closing keynote speakers in Santa Clara (Professor Robert Reich, economist and former U.S. Secretary of Labor) and Boston (Dr. Michio Kaku, author and physics professor), had stellar evaluations, with both scoring 3.9 on a scale of 1 to 4.

Directions 2014 will be held at the Santa Clara Convention Center on March 11 and Boston's Hynes Convention Center on March 19.

Write to Jon Guloyan. ■

continued from page 3

One on one

can subscribe to the brands they like for a monthly fee. All our print content, specially made online content and books will be available in Summa. Print magazines can also be consumed as digital replicas. Summa will be a responsive HTML5 website. It can be used from mobile devices, tablets and traditional computers. The first public version of Summa is scheduled for this summer. Our development team has been busy with the project, and other development tasks have been limited. Summa will be an additional product to our current offering. All websites and print products will continue to exist — at least for now.

We're also doing a CRM project with a strong focus on Master Data Management. We have a large customer database but it has been under-utilized. The CRM project should also be finished during 2013.

Q Do you have any kind of club or council program, like the CIO Executive Council in the U.S., for your CIO audience?

A At this moment we don't. Our longtime sponsor ICT Standard Forum started a CIO Club in November. We helped them organize the first meeting, and now they have 20 A-class CIOs as members. There might not be room for another club because we have only about 500 CIOs in this country. We have a contract with ICT Standard Forum to create some of the CIO Club events in years 2013 and 2014 but not all of them. We're more in a supportive role, but I'm allowed to participate in the club meetings, and we're looking forward to collaborating more in the future. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Kirk Campbell *IDC*

21
Maggie Murphy *IDG*

20
Lisa Golden *IDG List Services*

18
Jacki McDonald *IDC*

16
Kevin Krull *IDG*

14
Vernon Turner *IDC*
Kirsten Højrup *IDG Denmark*

13
Paul Moon *IDC*
Suzanne Woodruff *IDC*
Vanessa Teal *IDC U.K.*
Ryan Francis *IDG Enterprise*
Lisa Stabile *IDG*

12
James Poulson *IDG U.K.*

10
Satoshi Fukutomi *IDC Japan*

8
Susan Joyce *IDC*
Dennis Lodin *IDG Sweden*

7
Petr Jirovsky *IDC*
Darren Bibby *IDC Canada*
Henric Jogin *IDG Sweden*
Celia Saraua *IDC Brazil*
Monica Brunaccini *CXO Media*

5
Denise Dye *IDG U.K.*
Daniel Frey *IDG Switzerland*
Tsuneo Tosaka *IDC Japan*
Laura Biringer *IDG Enterprise*

3
Courtney Rizzitello *IDC*
Jaime Ganson *CXO Media*
Ashley Starr *IDG Enterprise*

2
Hafizah Osman *IDG Australia*
Ayako Kiryu *IDG Japan*

1
Ashish Nadkarni *IDC*
Lana Petros *IDG Connect*
Dmitriy Perelshteyn
IDG TechNetwork

IDG Enterprise recognizes three colleagues with President's Awards

IDG Enterprise President and CEO **Michael Friedenberg** recently gave out his business unit's 2012 President's Awards. The annual awards are presented to three individuals who are nominated by peers and then selected by the IDG Enterprise Executive Committee. All honorees demonstrated teamwork, exemplary service, collaboration, quality and results.

The three winners were: Marketing Designer **Stephanie Brockway**. One peer nomination stated, "Stephanie's collaboration has completely elevated our design to the next level. She is a creative genius and is able to pull together ideas and concepts from a variety of stakeholders and build a strong and engaging design."

Custom Publishing Group Program Coordinator **Corissa Donaghy**: "Corissa handles an incredible workload across IDGE and streamlines all the processes. She gets hundreds of requests on the status of projects and yet is always available and happy to jump on a call to discuss any of these projects and where they stand. She has an extremely demanding role but truly puts her all into helping anyone who needs assistance."

Digital Solutions Group Director of Digital Operations **Johanna Himes**: "Simply put, Jo is the best project manager I've ever worked with. This is an incredibly tough role that is the definition of teamwork. She pulls together people from multiple departments with multiple agendas and concerns and gets them all to focus on what needs to be decided."

Contact IDGE SVP, Human Resources Patty Chisholm. ■

JOE MOLA

PATTY CHISHOLM

*(Above, l-r): IDG Enterprise Marketing Designer **Stephanie Brockway**, IDG President and CEO **Michael Friedenberg** and Custom Publishing Group Program Coordinator **Corissa Donaghy**. At right: IDGE Digital Solutions Group Director of Digital Operations **Johanna Himes'** award was presented to her by **Gregg Pinsky**, IDGE SVP and GM, Digital Solutions Group.*

noteworthypeople

Promotions

Gerich

JOE MOLA

IDG Enterprise Digital Solutions Group Web Development Manager **Kevin Gerich** has been promoted to director of web development. "In this role, Kevin will oversee all of our development efforts and provide a focal point to drive our priorities," said **Gregg Pinsky**, IDGE SVP and general manager, Digital Solutions Group. "Kevin's vast experience includes bringing together multiple CMS platforms and bridging many technologies. Kevin has demonstrated his incredible leadership in many capacities and has previously merged our Java and Drupal team efforts amongst many other contributions. He's our 'go-to/turn-to' guy and not only has amazing technical chops but also invests himself heavily in growing and mentoring our talented developers." kgerich@idgenterprise.com

Himes

JOE MOLA

IDGE Quality Assurance Manager **Johanna Himes** is now director of digital operations. "Johanna has a multifaceted role that includes keeping Project Scale on track, overseeing QA, overseeing all releases, handling all aspects of project management and essentially orchestrating the tie-in of every discipline within the Digital Solutions Group and with our partner departments, Editorial and Sales," Pinsky said. "Johanna is masterful in her role and draws on her strong leadership skills, not to mention diplomacy, to drive the successful delivery of the many moving parts. Johanna's incredible oversight of the endless components of Project Scale is nothing short of amazing given a project of this magnitude." jhimes@idgenterprise.com

Brunaccini

JOE MOLA

CIO Executive Council Director, Leadership Development **Monica Brunaccini** is now VP, Leadership Development. "Three years ago when Monica joined the Council as director, our leadership development revenue was $915,000; this year it is due to come in at $3.2 million," said CIO Executive Council SVP and General Manager **Pam Stenson**. "This represents 251% growth and more than two times the number of participants. Back then, Monica took a look at our one product in this space, Pathways, and immediately decided we needed to further develop the curriculum, create more leadership development products to generate new revenue streams, segment our client base to serve them better, engage them and partner with world-class organizations such as the Forum Corporation to gain credibility. She collaborated with the CEC leadership team and outside consultants to enhance our offering from a one-year, single offering, to a multi-year, tiered offering benefiting organizations throughout the U.S., Canada, U.K. and Australia." mbrunaccini@cio.com

New employees

Linke

JOE MOLA

Previously an intern with Computerworld and a freelancer at ITWorld, **Rebecca Linke** joins the **Computerworld** staff as an associate online editor, moderating article and blog comments, preparing newsletters, repurposing slideshows, maintaining CW's Facebook page, writing and adding videos to articles. She holds a B.A. in history from Connecticut College in New London, an M.A. in history and women's studies from Lakehead University in Ontario, Canada, and is currently working on an M.A. in publishing and writing from Boston's Emerson College. Away from her desk she enjoys biking and spending time with her family. rlinke@computerworld.com

Dashevsky

IDG WORLD UPDATE

New at **IDG Consumer & SMB** is TechHive Staff Writer **Evan Dashevsky**. Previously a contributing editor at DVICE.com, he holds a B.A. in dramatic writing from New York University. He enjoys eating "very spicy food" and playing broomball ("It's a real sport; check Wikipedia.") edashevsky@techhive.com

Cheung

Paul Cheung joins **IDC Hong Kong** as associate market analyst, Worldwide Software Trackers. Previously a university lecturer on mathematics and statistical analysis, he has also worked as an ERP manager and analyst at a manufacturing firm. He holds an M.A. in mathematics from the Chinese University of Hong Kong and has been designated a graduated statistician by the Hong Kong Statistical Society. In his free time he enjoys movies, hiking and swimming. paulcheung@idc.com

Chan

JOE MOLA

Also new at **IDC Hong Kong** is Associate Market Analyst, Client Devices **Chan Chun Pang**. He was previously an intern with L'Oreal Group where he forecast the market size of haircare products in 14 Asia/Pacific countries. He holds a B.S. in chemical engineering from the Hong Kong University of Science and Technology and an M.A. from ESSEC Business School in Paris. In his free time he enjoys badminton, rock climbing, sailing and reading Alexandre Dumas. cpchan@idc.com

Han

IDC China has hired **Daniel Han** as a senior market analyst, Cross Product and Consulting. Previously a project consultant with Analysys International, he holds a degree in information resource management from Nankai University in Tianjin, China, and an M.A. in marketing management from France's Universite de Bordeaux. Away from the office he enjoys football. dhan@idc.com

Balanquit-Sabangan

Arceli Balanquit-Sabangan joins **IDC Philippines** as manager, Integrated Marketing Customer Services. She has more than 14 years of experience in business process outsourcing and holds a B.A. in broadcast communications from the Polytechnic University of the Philippines. A mother of two, she says her "ability to juggle and prioritize makes me feel like a more well-rounded person and keeps me grounded and connected to the world." asabangan@idc.com

Morales

Also new at **IDC Philippines** is Customer Service Representative **Charmine Hernandez Morales**. She has eight years of experience in business process outsourcing. A graduate of Manila's Colegia de San Juan de Letran, she holds a B.A. in communication arts and enjoys singing, shopping and travel. cmorales@idc.com

Park

IDC Korea has hired **Park Sang-Hyun** as a research manager, Consulting. Previously a consultant with Atlas Research and Consulting, Ltd., he has extensive experience in the telecommunications market. He earned a B.S. in electrical engineering from Canada's University of Ottawa and an MBA from McGill University. A new father to a baby boy, he enjoys playing the piano. shpark@idc.com

unsunghero

Gaia Gallotti

Research Manager, Energy Insights

IDC EMEA

IDC Energy Insights EMEA Director ***Roberta Bigliani*** *nominated Research Manager* ***Gaia Gallotti*** *as her group's Unsung Hero, saying she has "a leading role in the IDC Energy Insights EMEA business practice, which last fiscal year grew its revenues by 70.5% and accounted for 34% of EMEA Insights consolidated profit."*

Home Milan, Italy

Primary job responsibilities My work varies between consulting activities, participation in industry events, especially on Smart Metering and Smart Grids, and standard research for our EMEA Smart Energy Strategies and European Utilities IT Strategies advisory services, the latter of which I am lead analyst for.

Three things I do in a day's work

- Organize vendor and utility interviews as the primary research step of our upcoming IDC MarketScape report on IT Service Providers in the EMEA utilities industry.
- Analyze survey data on utilities' attitudes toward and adoption/investment propensity for mobility to leverage as much as possible for parallel reports on Western Europe and Central and Central/Eastern Europe, the Middle East and Africa.
- Until recently I was swamped with preparing for our first IDC Pan-European Utilities Executive Summit, held in Copenhagen, Denmark, which addressed some of the industry's most pressing issues, such as IT and operational technology convergence, technological innovations and new business models. The event was created completely from scratch and involved a close collaboration between us and the IDC Nordic team.

What I love most about my job I just love speaking to and, even better, meeting people from the utilities industry. This industry is on the brink of the smart energy transition, so listening to the myriad opinions, shared experiences and diverse strategies is really eye-opening and exciting.

Gaia Gallotti *joined IDC in Milan in October 2006 as an intern.*

A hot-button issue I'm dealing with The potential of analytics to revolutionize the utilities industry, along the entire value chain, from predictive analytics for renewable energy generation and assets optimization to customer analytics for the retail segment.

Career highlight When I joined IDC Energy Insights EMEA, it was a "one-woman show" just getting started. There was very little published research, so we made it a priority to consistently produce high-quality reports, and soon we had two advisory services full of reports.

Interests outside the office I have two major hobbies: travelling and cooking. As St. Augustine said, "The world is a book, and those who do not travel read only a page." Having an Italian heritage, I love anything that involves food and wine, so whenever I get the chance I love to cook for my friends and family.

What others can't tell just by looking at me That I can speak Mandarin Chinese. The first time I studied Mandarin I was a primary school student living in Beijing with my family. The second time I took up the language was in college, which included a six-month study-abroad program. Unfortunately, I don't have very many opportunities to practice!

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDG World Update

EMPLOYEE NEWS AND INFORMATION

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FEATURE - page 2 | ONE ON ONE - page 3 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 9

IDG Sweden employees focus on Bob Carrigan during two-day visit

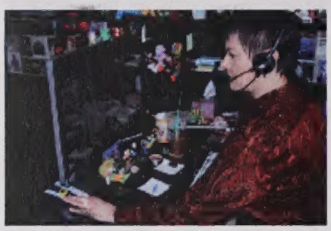
IDG Communications CEO Bob Carrigan spent two days at the IDG Sweden office last week. Among the many activities he participated in was an interview with Internetworld Online Editor Ada Fredelius.

SEE MORE ON PAGE 8

Also inside

IDG Marketing Summit draws key clients for networking dinner and social marketing panel

One on one: CIO Executive Council SVP and General Manager Pam Stenson



IDG News Service Managing Editor Nancy Weil is featured in a PRSourceCode webinar.

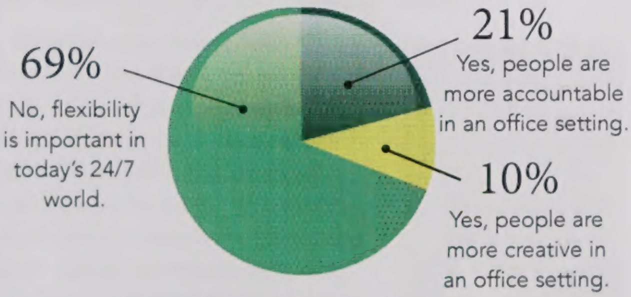
SEE MORE ON PAGE 7

Unsung hero: IDC Turkey Research Manager Mukesh Chulani focuses on government.

SEE MORE ON PAGE 9

Question of the week results

Yahoo CEO Marissa Mayer has decided to end telecommuting at her company. Good idea or not?



Log on to www.idgcentral.com to vote on this week's question:

Are you planning to get on the waiting list for Facebook's new newsfeed?

CLICK HERE

Can you guess what all these employees have in common?

FIND OUT ON PAGE 2

Employee survey's one-week countdown

Share your impressions of IDG and your business unit and suggestions for improvements; complete the online survey by March 25.

Second acts

Onetime employees often find the grass is greener at IDG

In 2012, close to 13% of the people who joined IDG U.S. business units were already well acquainted with the company's 10 Corporate Values, its annual employee survey process and the fact that individuals reaching their 20th anniversary with the company are given trips of their choosing by the Chairman's office. That's because those employees were returning to IDG after a period of months or years spent elsewhere.

"Rehires are an important component of our overall hiring effort. While we greatly value new hires who bring new perspectives, we also find that our hiring managers are usually very interested in candidates with good track records of prior IDG experience," said **Piper Sheer**, IDG Communications SVP, Human Resources. "Rehires tend to have smoother and quicker transitions to their new roles because they are familiar with the culture, values and structure of the company. And, because IDG invests in training and development, we can be more confident in the skills and knowledge of applicants who have worked here before."

At IDC, the outlook is similar. "We see people returning to IDC as a positive and healthy development," said IDC VP Human Resources and Education **Debbie Bernardi**. "We often keep in touch with alumni through LinkedIn and other social media channels and use these as an avenue to find people. We already know that they can thrive in this environment and hiring former employees makes the transition process easier."

Opening the door to former employees is not an approach confined to U.S. business units, either. IDG World Update recently spoke to a number of current employees worldwide to find out what motivated them to return — sometimes more than once — to IDG.

Nina Barnes

Senior Account Executive, CIO Executive Council

Barnes

After graduating from Boston College in 2009, Nina Barnes joined the CIO Executive Council as a program services specialist, an entry-level client service support role. In 2011, she left to pursue her passion for media relations (she studied communications in college) and Boston's startup community by joining SHIFT Communications, a local public relations agency focused on the tech startup sector. "While at the Council, I had been given the opportunity to use my skillset to build what is now our Media Relations offering for CIOs and realized that was the direction I wanted to take next," Barnes recalled. As an account executive, "At SHIFT, I worked on a small, young, 'hip' — yet severely micromanaged — Account Services team, in a very fast-paced, high-pressure environment."

It didn't take long for Barnes to realize the grueling, micromanaged agency was not for her. "I wanted to break into sales and regain some autonomy with the opportunity to make a solid salary and continue on a path of growth," she said. And so, when she learned that the CIO Executive Council had an opening for an account executive, she jumped at the chance to return. Originally rehired in early 2012 as account executive for new business sales, Barnes has since been promoted to senior account executive working with Fortune 500 accounts from Chicago to the West Coast.

Ironically, Barnes said it was the somewhat more formal and respected business culture at IDG — versus the young, so-called hip and very political crowd that is typically drawn to the PR world — that she missed the most. "Jeans aren't all they're cracked up to be! I also missed working with C-level executives. While the startup environment is a lot of fun and highly innovative here in Boston, I prefer our enterprise user, higher-level clientele. It's pretty amazing to be a part of the CIO Executive Council movement — there is so much passion behind what we do here and the powerhouse leaders we work with."

Dawn Voyta-Petersen

Managing Producer, Digital Solutions Group, IDG Enterprise

Voyta-Petersen

For Dawn Voyta-Petersen, who has returned to the company not just once but twice, "IDG is home." Originally hired in 2000 as an administrative assistant at ITworld.com, Voyta-Petersen quickly transitioned into an associate producer role. In 2002, she left IDG when ITworld.com was spun out as a separate company called Accela Communications. Two years later she returned as a senior production designer at Computerworld. In 2009, she was offered the opportunity to run the web development team for NASDAQ. "While there, I headed multinational teams, which entailed travel to Europe and China, and I learned about many different systems and ways of working with many different types of people in an entirely different space than I had worked in for the previous 10 years," Voyta-Petersen said.

continued on page 4

OneonOne

Pam Stenson

CIO Executive Council

The SVP and general manager of the CIO Executive Council is this week's columnist. Reach her at pstenson@cio.com.

> "Our global speakers bureau has over 100 participating CIOs who have been placed at IDG events around the globe. We welcome your requests, as do our member CIOs."

Established 2004

Headquarters Framingham, Mass. (IDG Enterprise)

Total number of CIO Executive Council members The Council does business with nearly 1,000 paying customers across 600-plus organizations.

CIO Executive Council staff 51 dedicated staff members, nearly 60 contractors and a partnership with the Forum Corporation.

Q What's the CIO Executive Council's mission?

A The CIO Executive Council delivers tangible value to IT executives that ultimately positively impacts the profession and its professionals. We offer services to empower the successful strategic and business leadership careers of these individuals in a way that drastically improves the view their stakeholders, employees and customers have of them, thus elevating their role and the positive impact they have on their organization and this great profession.

Q What are the main benefits that accrue to council members?

A Every member has a 'journey' with the council that is unique to them and their current objectives. We deliver product in four key areas, 1) PR and communications services, 2) peer intelligence (or content), 3) leadership and executive development and 4) community groups that influence the profession such as our Youth in IT and Executive Women in IT programs. The benefits include valuable content such as benchmarks, case studies, live webcasts, seminars, workshops; the opportunity to learn best practices and how to grow, develop and retain top talent; the knowledge to make more informed strategic decisions; the ability to leverage our PR services to contribute to company image and more.

Q How are the Council's membership categories structured?

A Up until a couple of years ago a member was defined as one person: a CIO. Our membership offering for these folks came in three tiers: Core, made up of leads in state/local government, higher education and similar organizations; Advisory, made up of mid-market; and Leadership, defined as the Fortune 1000. The CEC's Pathways leadership development program was also sold to individuals. Today we sell an experience to the buyer, typically the CIO, and the sale can be a number of bundled services and can include multiple IT leaders within a given organization. Membership rates vary based on the tier and services included.

Over the past two years, the Council staff has been aggressively creating new products and bundled offerings that service corporations beyond just the CIO. Our innovation and deepened corporate relationships have fueled our growth. For example, a Global 500 customer may purchase a year-long experience that includes a CIO membership, two Pathways leadership development seats, three Executive Women in IT seats and a full-day stakeholder relations workshop for their key leaders.

Q How does your team support the members?

A Each member of the council is assigned to a client relationship manager (CRM) in an assigned geography. The CRM conducts an orientation over the phone or in person when a new member joins and develops a year-long action plan. For those individuals in our leadership development program, we have engagement specialists as well as program and relationship managers who manage our member engagement statistics to ensure participants are taking advantage of all we have to offer.

Q How do you involve members in IDG events?

A The council's focus is member engagement, and 95% of what we deliver is done so virtually, covering multiple time zones. IDG events offer a terrific way for us to not only deliver our services in person but also to source speakers as a service to our CIOs on IDG main stages across the globe. Our global speakers bureau has over 100 participating CIOs who have been placed at IDG events around the globe. We welcome your requests, as do our member CIOs.

Q Who do you view as your competition, and how does the CIO Executive Council distinguish itself?

A We are under a lot of pressure to compete with Gartner, Forrester, the CEB [Corporate Executive Board] and others. However, we were not founded on a research model, making us a small fish in this big pond. In addition we've been compared to various event organizations, small community groups, online communities and media companies moving into the business of community. We have been told by our clients over and over that our key differentiator is our unique focus and deliverables that align with where each individual is on their IT 'journey' in the given year. For example, this year our data tells us that the CIO's No. 1 challenge is the lack of strength in their "bench," hence the reason you see us creating numerous offerings to tackle this current challenge.

continued on page 8

continued from page 2

But ultimately, the lure of IDG proved irresistible. "I missed the websites. I missed working in media, and I missed the people that make up this great company," she said. "I was also excited about the opportunity to get in on the ground floor of working on 'Project Scale,' which will integrate all of our websites onto one platform and allow us to expand and grow much more quickly."

Voyta-Petersen said her time away from IDG gave her a chance to see the company with fresh eyes. "This is an amazing company that does really smart things. Sometimes in our day-to-day grind we forget, but stepping away gave me the perspective to realize just how great it is to work here and to want to come back and be a part of that again. And the people are still awesome!"

Christer Pettersson

Marketing Manager, B2C, IDG Sweden

Pettersson

Christer Pettersson joined IDG Sweden in 1992 as the second employee in a two-person marketing department. His primary duties consisted of growing newsstand sales and organizing the company's participation at IT fairs as a way of selling subscriptions and creating awareness for the new B2C titles the company was then launching. In 1998, he became business manager for the company's Internetworld publication. "I felt very passionate about the web and the business opportunities around the web," Pettersson said, "so in 2001, after three great years with Internetworld, I decided to try a new challenge as online manager at Eniro, the Swedish Yellow Pages company. And, in 2011, after almost 10 years at Eniro, he left to become online and mobile manager at review aggregator alaTest.com, which is headquartered in Stockholm and has offices in New York, London, Berlin and Wuhan, China.

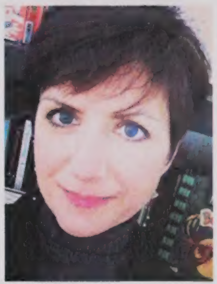
A year into that job, he received a call from some former colleagues at IDG asking him if he would consider returning to IDG as marketing manager for the B2C division. "The responsibilities included our ecommerce efforts and the digital migration process for B2C, which are areas that really intrigue me," Pettersson said.

Of his decision to return, Pettersson said, "I like change and I like to work in an environment where there are no clear-cut answers or solutions in advance. So the media industry is a great place to be right now."

In his time away from IDG, Pettersson said he developed an appreciation for IDG's "let's try it" approach. "IDG has a great try-it-out-culture that is fairly unique. Many companies are discussing and debating change and new projects; at IDG, we try it out. As almost everything boils down to being 'adaptable to change,' this is a great corporate culture!"

Stephanie Brockway

Marketing Designer, IDG Enterprise



Brockway

Stephanie Brockway launched her IDG career in 1992 when she joined Computerworld's editorial design department as a graphics specialist. After her second child was born in 1998, Brockway decided to take a career break and stay home with her children. "My year and a half as a stay at home mom was nice," Brockway said, "but when an associate art director position opened up in October 1999, I jumped at the opportunity." Brockway left IDG a second time following a companywide reorganization in 2009.

She wrote and illustrated a children's book called "The Mystic Phyles: Beasts," did some freelance design work "and a lot of gardening!" She also spent about a year with a publishing technology consulting company. Then in early 2012, she saw an ad for a design position in IDG Enterprise's marketing department. "For most of my career, I've worked as an editorial designer. When the marketing position became available, I thought it would be great to dive into a new set of challenges. After working as a technology consultant for a year, I realized how much I missed design. I need to design!"

Brockway said her time away from IDG gave her a new appreciation for the company. "Being away for three years, it became really clear to me how IDG is constantly evolving. A lot had changed in those three years. But equally important to me were the things that hadn't changed — the open, welcoming and supportive culture and all the friends and colleagues who are still here. It's good to be back."

Nick Geist

Sales Manager, IDG World Expo

Geist

Originally hired as the Northwest sales director for GamePro Media in February 2009, Nick Geist left the company in September 2011 when the business unit was undergoing a restructure. "Although I was offered a position to stay on, I decided to look at other options outside the company," Geist said. And while he pursued a few other opportunities during the next five or six weeks, "nothing was of strong interest," he said.

"IDG is a great organization filled with excellent, hard-working people," Geist said. "I always enjoyed my time here and was filled with mixed emotions when I chose to leave. So, when the opportunity to return presented itself in the form of a sales open-

continued on page 5

continued from page 4

ing at IDG World Expo, "I jumped at the chance," he said.

By mid-November of that same year, Geist had rejoined the company as a sales manager at IDG World Expo, first on a contract basis and then three months later, in March 2012, as a full-time employee.

Geist said IDG's commitment to investing in its people through training differentiates it from most other companies. "Throughout the calendar year, IDG offers so many training programs and classes that allow employees to elevate their careers and personal development. I find this be a somewhat elusive practice at a lot of new companies and it is one I hope IDG continues to invest in."

Ryan Reith

Program Manager, Mobile Device Trackers, IDC

Reith

Ryan Reith joined IDC's Framingham, Mass., office in 2005 as a research analyst and helped launch the company's Worldwide Quarterly Mobile Phone Tracker. In 2009, he moved to IDC's office in San Mateo, Calif., where, a few months later, he was offered an opportunity to join smartphone manufacturer Palm. "To be honest, I was very happy with my position at IDC, but the opportunity to work on the other side of the table, at a company we had been advising and working with for years, was intriguing," Reith said. "I believed this would be a chance to learn something new, evaluate other research firms that I had been competing with for years and also to use market research to help a company make business decisions that mattered. The challenge of going to a company that needed help was one of the big drivers.

"At first, it was an exciting job," said Reith, who managed Palm's market intelligence team. "The company was small, the challenge from competition was big, and the money we had access to was tight." But a year after he joined, Palm was acquired by HP. "My entire team was transitioned to a company 40 times the size of the one I had joined, and I quickly realized that being part of such a large organization was not what I wanted," said Reith. Fortunately, at just about the same time, he was offered a chance to return to IDC and now manages the company's Worldwide Mobile Phone Tracker, Worldwide Tablet Tracker and Smart Connected Device Tracker programs.

"Although IDC is relatively large as far as research firms go, it is a very entrepreneurial company and each research group has the opportunity to run more like a stand-alone company responsible for managing budgets, revenue, profit and, to some extent, research focus. On top of that, I know many great people at IDC who make this company what it is. I have an opportunity to interact with some of the world's leading technology companies on a daily basis, and at the same time, the flexibility to formulate an opinion about what I think is best for the industry I am covering and then use that knowledge as a tool to help our clients."

Christina Richmond

Program Director, Infrastructure Security Services, IDC

Richmond

Although Christina Richmond had always enjoyed both her job as a research manager on IDC's Infrastructure Channels and Allliances team as well as her colleagues, in 2009, four years after joining the company, two deaths in her family caused her to take stock. "It seemed to be a wake-up call to look at other areas of my life," said Richmond, who decided to take her career in a completely different direction. She enrolled in a masters of classical homeopathy program, and, after earning her degree, opened her own practice. "Although it was very rewarding and I felt that I helped many people, the business never grew to the point where I felt I could make a full-time living," she said.

And so, when Program VP, Infrastructure Services **Curtis Price** contacted her about an open position in his group, Richmond said she was excited to consider returning. "I always enjoyed being an analyst," she said. "I appreciate the opportunity it provides to constantly learn and form ever-evolving opinions. I like consulting with clients and helping them look at their roadmap and strategy. I enjoy presenting, reading, researching, writing and analyzing what our data shows us. All in all, I really like being an analyst and always did."

While she was away, Richmond said she really missed the people she worked with. "They are kind, quirky and smart. If IDC has a brand that sets it apart from its competitors, I would venture to say that its people are a big part of it. I also missed many of my clients and, in fact, kept in touch with quite a few of them. IDC is very generous in many areas including benefits, time off, flexibility and, depending on one's manager, autonomy. I am very thankful to be back and thankful for these gifts in my life."

Sandra Wenisch

Human Resources Manager, IDG Germany

Sandra Wenisch first joined IDG Germany in 1990, when she accepted a two-year apprenticeship that exposed her to all areas of the company and was, she said, an important part of her professional development and commitment to the company. For

continued on page 7

IDG Marketing Summit draws key clients

IDG and IDC teamed up earlier this month to produce the eighth annual IDG Marketing Summit, held once again in San Jose, Calif. The only U.S. event at which IDG and IDC entertain clients at a dinner, the Summit provides a unique opportunity for senior IDG and IDC executives to network with clients and engage in a focused discussion of key trends affecting today's marketers.

Some 65 invitation-only clients from companies such as SAP, Intel, Cisco, Doremus, Riverbend, Nimble, Zscaler and Bunchball joined two dozen IDG and IDC colleagues for a lively evening that got under way with a networking reception and a welcome from IDG Communications CEO **Bob Carrigan**.

Following dinner, IDC CEO **Kirk Campbell** introduced the speakers who participated in the evening's highlight, a panel discussion titled Beyond the Social Hype: Driving Brand and Demand Gen Success. Organized and moderated by **Rich Vancil**, IDC group VP, Executive Advisory Strategies, and **Matthew Yorke**, CEO, IDG Global Solutions, the panel featured speakers from Intel, Doremus, Cisco and SAP.

"The Summit is a customer-appreciation event for IDC's and IDG's best clients. Nice food and drink and great conversations," noted Vancil. "For the intellectual-content portion of the evening, we run a panel session of best practitioners. The key is to pick a topic that everyone is grappling with. This year, we selected social marketing, as IDC research shows that even the largest tech vendors are all over the map with regard to their proficiency. The panel yielded excellent insights from social marketing leaders at Intel, Cisco and SAP."

"The discussions that take place inside the Fairmont San Jose are very valuable but also important is what's shared outside," said Yorke. "Thirty-nine people commented about the Summit on Twitter, more than half of them marketers. The almost 200 tweets led to nearly 250,000 impressions. The interest among our guests strengthens IDG's position as a leader in digital and social marketing."

IDC CEO **Kirk Campbell** (l) and IDG Communications CEO **Bob Carrigan** served as event hosts.

An indication of the Summit's growing reputation over the years, noted **Howard Sholkin**, director, communications & marketing programs, IGS, is the speed with which a number of attendees responded to their invitations. "A few dozen people who had attended previous Summits, registered for the 2013 event when they received an invitations around the December holidays," he said.

For more information, contact Howard Sholkin. ■

A group of IDG and IDC colleagues began planning this month's IDG Marketing Summit in the fall of 2012. Among those responsible for the event are (l-r): ***Susanna Hinds****, director, Corporate Communications, IDG Global Headquarters;* ***Colin Browning****, program developer, IDG Global Solutions;* ***Ellen Daly****, SVP, events, IDG Enterprise;* ***Howard Sholkin****, director, Communications & Marketing Programs, IGS;* ***Michelle Blondin****, marketing manager, IDC Exectuive & Go-to-Market Programs;* ***Nelva Riley****, executive assistant to the CEO, IDG Communications; and* ***Deb Begreen****, director, Event Operations, IDGE. Not pictured:* ***Christina Holman****, associate event planner, IDGE; and* ***Lori Spendley****, event marketing director, IDGE.*

IDC Group VP, Executive Advisory Strategies ***Rich Vancil*** *and IDG Global Solutions CEO* ***Matt Yorke*** *recruited the panelists, who discussed their companies' social marketing strategies and challenges, for this year's Marketing Summit. Left to right: Michael Litchfield, VP, executive creative director, brand storyteller, technologist, Doremus; Vancil; Petra Neiger, senior manager, digital and social media marketing, Cisco; Mark Yolton, senior vice president of digital, social, and communities, SAP Marketing; Billie Goldman, partner marketing manager, Intel Corporation; and Yorke.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Richard Villars *IDC*

24

Judy Bonasoro *IDC*

21

Robert White *IDC U.K.*

20

Klaus Breu *IDG Germany*

15

Karen Cash *IDC*

14

Hillevi Billinger *IDG Sweden*

13

Mattias Malmqvist *IDG Sweden*
Monica Bennett *IDC*

12

Wanda Zólcinska-Gajlewicz *IDG Poland*

11

Jane Skullman *IDG Sweden*

10

Dawn Voyta-Petersen *IDG Communications*

9

Shawn McCarthy *IDC*

7

Dan Nim Andersen *IDG Denmark*

6

Erica Foster *IDG Communications*
Joanna Baranowska *IDG Poland*
Boyd Chastant *IDC*
Kao Yang *IDC*

5

Clark Pollock *IDG*

4

Ryan McNally *IDC Canada*

3

Joe Petrillo *IDG Connect*
Casey Domrose *IDG*
Jacqui Hendriks *IDC U.K.*

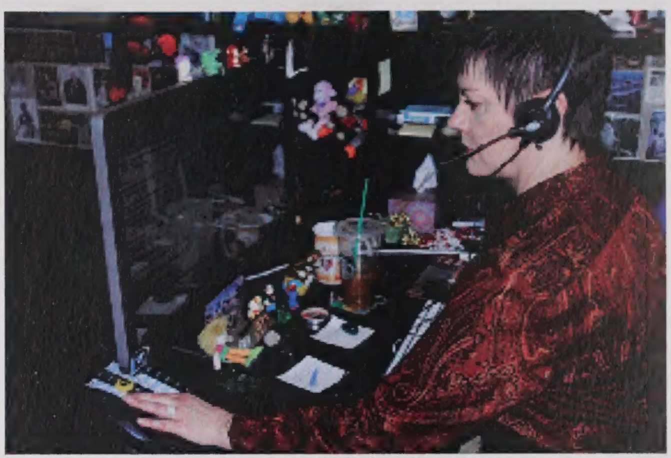
2

David Katz *IDG TechNetwork*
Wendy Ma *IDG TechNetwork*
Magnus Ericson *IDG Sweden*
Hannes Weber *IDG Switzerland*
Antonia Hernandez *IDG Spain*

1

Andrea Heaney *IDG TechNetwork*
Jennifer Freitas *IDG Communications*
Lee McLachlan *IDG Australia*

IDG News Service's Nancy Weil featured on PRSourceCode webinar



IDG News Service Managing Editor ***Nancy Weil*** *is based in Boston.*

IDG News Service Managing Editor **Nancy Weil** was the featured speaker on PRSourceCode's "Lunch With an Editor" series last week. The hour-long webinar focused largely on how public relations professionals can best support the IDG News Service, as well as social media used by journalists, effective email subject lines, tips on how to get PR coverage and PR do's and don'ts.

"PR people and agencies often seem to not have a solid understanding of how IDG News Service fits within IDG," Weil said. "It is a common misperception that we are the conduit through which all of IDG editorial operates. There are often related misunderstandings about how our individual editorial product lines operate, so one aim of the session is to explain the mission of the News Service and provide more information about IDG overall."

Weil also discussed what makes a good or bad PR pitch. "A nontrivial percentage of pitches are incomprehensible because they are jargon-filled or clearly written by someone who doesn't understand the technology or product being pitched," Weil said.

The webinar was free to PRSourceCode members. PRSourceCode is focused on connecting the technology PR, journalism, conference and award communities. For more information visit the website or contact Nancy Weil. ■

continued from page 5

Returning employees

Wenisch

the next six years, she held a variety of part-time positions at the company while she was a student and in 1998, she joined full-time as a human resources manager. In 2002, she left the company when her husband was transferred to Niger. Eager to share "the extraordinary experience of living in Africa," Wenisch found a job helping local women to market their handicrafts. In December 2004, Wenisch and her husband returned to Germany, where she spent the next two years at home raising their two children. In 2006, she began working as a German teacher and later, a part-time HR manager for CHECK24, an online price comparison portal.

When Wenisch, who had maintained contact with a number of her former colleagues at IDG, heard about an opening in the Human Resources department, she "didn't hesitate to apply" and in January 2012, returned as a part-time HR manager.

"I had very fond memories of IDG and was eager to rejoin the company," she said. "I realized after working for different employers that the working conditions — renumeration, company culture and focus on continuing education — made IDG a very attractive company to work for."

Wenisch said that her time in Niger helped her to develop at least one skill that has served her well since her return. "In Africa, I learned to slow down and to see things with more calmness. This helps a lot in my everyday work, given the pace of change at IDG these days." ■

IDG Sweden employees welcome Bob Carrigan to their office

Internetworld Online Editor ***Ada Fredelius*** *interviews IDG Communications CEO* ***Bob Carrigan****. The interview will be posted here.*

Bob Carrigan *speaks to the staff of IDG Sweden.*

A group of employees joined Carrigan for lunch. Among those attending: ***Andreas Thors****, online editor PCförAlla,* ***Lottis Bergson****, online manager IDG Sweden;* ***Angelica Lundin*** *(hidden), advertising manager mobile;* ***Christer Björkin****, CEO IDG Sweden;* ***Anders Engström****, IT development manager;* ***Henric Jogin****, head of customer intelligence; Carrigan; and* ***Marie Sörberg****, art director. Also in attendance were* ***Jenny Elmqvist****, sales manager, key account team; and* ***Christer Pettersson****, marketing manager B2C.*

continued from page 3

One on one

We've been able to heavily distinguish ourselves since the creation of our Journey to the Future-State framework, which is widely recognized and resonating now more than it did four years ago. When executives join the Council we assess them to determine where they are on their journey, and our action plan is developed based on their agenda, their journey for the coming year. That being said, next year their journey will have new objectives and challenges for us to tackle. It begs the question, what will the sequel to this framework be? Stay tuned!

Q To what extent do you work with other IDG or IDC business units?

A In an effort to better serve international clients, last year the Council partnered with IDC to offer membership services coupled with extensive research. Both parties are committed to continuing to strengthen this offering as we have learned a lot from each other in the past year. In addition, we work diligently to support IDG Australia, which operates a CIO Executive Council franchise. We welcome the opportunity to partner with any IDG company around the globe to support our franchise offering. Remember, 70% of our U.S. clients operate globally, so we have a lot of work to do to support these leaders.

Q What are a few of the Council's major accomplishments over the past year?

A The past year has been incredible. I am just so proud of this staff and what they have been able to accomplish. I'd say our two main accomplishments have been retaining staff and offering incredible personal growth for these folks. From a client perspective our Executive Women in Business program coupled with our new Game Changer workshop series has generated a million-dollar pipeline in just a few short months and numerous agreements closed to date. Overall, selling an experience tied to our leaders' journey, versus pushing information and content, is fun for the staff and is a major milestone in our growth.

Q What are your goals for 2013?

A In 2013 and beyond we must continue to innovate by creating new product offerings that answer a strong marketplace calling and fuel our growth by further penetrating our large account base with these new, strategic offerings. The entire staff is heavily focused on revenue and client retention. Every one of us is out there talking to our clients, uncovering their objectives and challenges and applying our new offerings to serve them in a far more strategic manner than in the past. We are on a mission to speak to every customer, in person, by the end of August. When this is accomplished we are confident our statistics will show these strategic conversations, coupled with our new, higher value services, will be reflected in our year-end retention/revenue numbers. ■

unsunghero

Mukesh Chulani

Research Manager, Government Insights, Middle East, Turkey, and Africa

IDC Turkey

IDC EMEA Research Director ***Massimiliano Claps*** *nominated IDC Turkey Research Manager* ***Mukesh Chulani*** *as his group's Unsung Hero. "Mukesh is the analyst responsible for Government Insights research in the Middle East and Africa, but well beyond that he's been a great contributor to a number of research and consulting projects the global Government Insights team has been working on. He's been instrumental in helping with business development in related industries, such as health care. Most importantly, he's a great person and always a pleasure to work with."*

Home Istanbul, Turkey

Primary job responsibilities I conduct research on various technology topics of interest to government entities within the region, which are typically looking to better understand IT trends and maximize the value of their investments. I also provide research coverage on topics that the IT vendor community might find interesting as they look to better understand public sector IT spending. I write and speak about these through syndicated reports, consulting projects, interactions with the government IT staff, the vendor community, the press and at various IDC events.

Three things I do in a day's work

- I'm on calls a lot. At one time or another during the day, I might have a project status update call with our regional consulting team or clients. I might be speaking with government IT decision makers to learn about the latest developments in their organizations. Or I might be brainstorming ideas and learning about the work done by other IDC analysts.
- I write reports and build presentations to share our research findings and perspectives.
- I try to read up on the latest industry developments. Or perhaps just briefly step out onto the office balcony with a cup of Turkish coffee.

What I love most about my job All of us need to access various government services throughout our lives. I love the fact that I have a chance to influence the perspectives of individuals within the public sector who are trying deliver better services through IT.

Mukesh Chulani *joined IDC in 2008 as the software and IT services senior market analyst for Turkey.*

A hot-button issue I'm dealing with on the job We are currently helping a government entity within the region fine tune an IT performance measurement program covering over 160 public-sector organizations. We are looking at the entire process end to end and evaluating improvements that could be made to it.

Latest accomplishment I received formal commendation from the Saudi Arabian Ministry of Defense and Aviation for my contributions in helping them better understand cloud computing.

Interests outside the office I spend time with my wife and friends and love exploring new places in Istanbul. I once read an interview with a carpet seller in the Grand Bazaar who claimed the bazaar was so big that he hadn't had a chance to see all of it in 40 years. I've only been in Istanbul for five years, so it seems I've got a long way to go.

What others can't tell just by looking at me I've been a huge fan of the Boston Celtics basketball team since I was a kid.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

11 MARCH 2013 | VOLUME 43, NUMBER 10 | WWW.IDGCENTRAL.COM

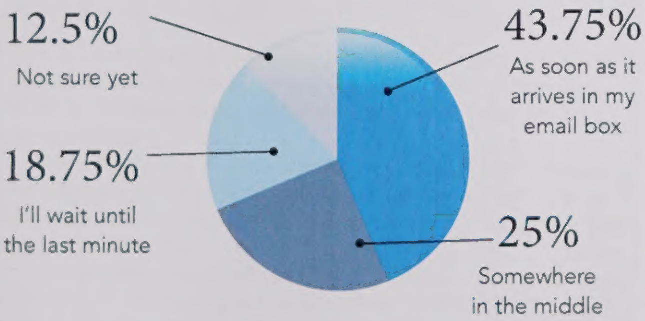
ONE ON ONE - *page 3* | FEATURE - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

IDG Netherlands employees get bubbly over Employee Survey

Robert van Loon, the new managing director at IDG Netherlands, encouraged employees to participate in the annual survey by offering a bottle of Champagne to the first person to complete it. Two employees notifiied van Loon within minutes of each other (by emailing him a screen capture of the survey's final page). Both received a bottle of bubbly. Above: van Loon (right) presents Jeroen van der Mast, senior account manager, with his prize.

Question of the week results

When will you take the IDG Employee Survey?



Log on to www.idgcentral.com to vote on this week's question:

Yahoo CEO Marissa Mayer has decided to end telecommuting at Yahoo. Good idea or not?

CLICK HERE

Top News

GalaxyWelt a big hit on German newsstands

One on one: IDG Australia's Davy Adams

Employees use survey to make their voices heard

Internetworld Editor-in-chief Magnus Hoij welcomed IDG World Expo Marketing Manager Jackie Mellen and IDG Enterprise Event Manager Caroline Keough to Sweden last week. The two women were in town to learn more about producing Webbdargarna, IDG Sweden's largest event.

Rainer Bachmaier, creative online director at IDG Tech Media's Custom Solutions Group is this week's Unsung Hero. "IDG is an almost perfect place for being creative. Everybody, especially our customers, is open to innovative approaches," says Bachmaier.

SEE MORE ON PAGE 8

Tech, edit groups on the same page at IDG Denmark

IDG Denmark Head of Development Lars Jacobsen and Editor-in-chief Line Ørskov have forged a highly collaborative relationship between their two departments that helps break down barriers and drive efficiencies in product development.

SEE MORE ON PAGE 4

GalaxyWelt capitalizes on readers' brand affinity

Even in Germany, where magazines' newsstand sales remain strong, IDG Tech Media's January launch of the bi-monthly GalaxyWelt proved a happy surprise. The premier edition sold 15,000 copies at German newsstands at 7.99€ (US$10.50) per copy.

"We launched GalaxyWelt when it became clear that Samsung and the Galaxy brand were the dominant force in Android smartphone adoption," said GalaxyWelt Editor-in-chief **Sebastian Hirsch**, who credited the idea for the magazine to IDG Germany President and CEO **York von Heimburg**. "Samsung's Galaxy brand has become the iPhone in the Android space. So after having successfully launched iPhoneWelt a couple of years ago, GalaxyWelt was a logical step." (iPhoneWelt was followed by iPadWelt and AndroidWelt.)

Hirsch attributed the premier issue's success to the team's quick action. "We heard that at least one other publishing house was working on a similar print title so we wanted to keep our lead position and get our issue out ASAP.

"With iPhoneWelt and iPadWelt, we were the first on the market, which led us to being the No. 1 print title in the iPhone and iPad arenas, although there is tough competition now. We expect the same will happen in the Galaxy space. There will be other titles coming out, but we are the first, and we will maintain our lead."

According to Deputy Editor-in-chief **Christian Löbering**, GalaxyWelt focuses on Galaxy phones and tablets, while AndroidWelt covers all Android devices. "The two publications are very similar in design and in editorial content; some stories from AndroidWelt were rewritten for GalaxyWelt."

GalaxyWelt
PCWELT
NEU!
Das beste Galaxy für mich
POWER-TIPPS & APPS FÜR IHR PHONE
ALLE NEUEN SAMSUNG-GERÄTE IM TEST

German readers' appetite for print still unsated

IDG's current strategy is managing print titles for profit while funneling resources into online. However, not every market is the same, and while newsstand sales may be slumping in many markets, they remain strong in Germany.

"Germany is kind of a paradise for newsstand reader revenue," **Jonas Triebel**, IDG Tech Media publisher. "Readers are willing to pay high prices for cool magazines on the newsstand if you have the right topic at the right time."

GalaxyWelt clearly struck a chord with German newsstand buyers, selling 15,000 copies at a cover price of 7.99€ (US$10.50). Subtracting shipping costs and a remaining production expense, Triebel said IDG Tech Media earned 65,000€ ($85,000) with one issue. "When you launch a new magazine and nobody knows your brand you usually sell something between 5,000 and 7,000 copies," Triebel said. "Selling 15,000 copies of a new publication in the IT consumer segment is absolutely overwhelming."

The GalaxyWelt team (l-r): ***Sebastian Hirsch****, GalaxyWelt editor-in-chief;* ***Verena Ottmann****, editor;* ***Dennis Steimels****, editor;* ***Nina Hase****, DVD and CD producer;* ***Christian Löbering****, deputy editor-in-chief and* ***Andrea Kirchmaier****, managing editor.*

GalaxyWelt is not, however, a subset of AndroidWelt," said Publisher **Jonas Triebel.** "Our research showed that many people who own a Samsung Galaxy often do not know that the operating system running their phone is called Android. We deal with IT topics every day so that might sound strange to us, but we clearly see one thing: You can more than double your newsstand sales when you use the name 'Galaxy.' The brand is very strong in people's minds, and they have much more of an emotional attachment to 'Galaxy' than the name of an operating system."

GalaxyWelt's cover price of 7.99€ is the same as that of iPhoneWelt and iPadWelt; its subscription price is 45.00€ ($60). "From our other print publications and specials we have learned that readers are willing to pay a premium if the content is right," Hirsch said. Although currently on a bi-monthly print schedule, Hirsch said GalaxyWelt will have at least one special XXL issue a year. (The XXL editions of some of IDG Tech Media's brands summarize valuable editorial content, run approximately 300 pages and are priced between 12€ and 15€ (US$16 and $20).

GalaxyWelt's website will start as a channel on the PC-WELT site. The launch is scheduled for the final quarter of this year.

Triebel conceded that the delayed site launch was "an unusual move, but this is about earning big print dollars" by being first in the Galaxy marketplace. "We really wanted to grab reader revenue before launching the website, as we saw a huge market opportunity in none of our competitors having a Galaxy-related publication," Triebel said. He added that IDG Tech Media will work to sign a major deal with Samsung that will make the South Korean manufacturer the site's sole advertiser. "It's hard to imagine other advertisers for a website with that name."

For more information contact Sebastian Hirsch. ■

OneonOne

Davy Adams

IDG Australia

The managing director of IDG Australia is this week's columnist. Contact him at davy_adams@idg.com.au.

> "I'm excited about our upcoming launch of CMO World. The rationale behind the brand is that CMOs are increasingly making technology decisions independently of the IT department. We believe it's important for IDG to serve a group that Gartner says will outspend CIOs on tech by 2017."

Q Generally speaking, how are things at IDG Australia these days?

A The Australian economy is doing better than those in most of the Western world, unemployment is low, public debt is low, but there is a sense of uncertainty in the business space that has organizations postponing decisions on spend (not just in advertising). That's exacerbated by a massive rise in our exchange rate, which means exports and tourism are doing it tough. Change remains the only constant here at IDG, but that keeps things interesting. Like most countries we're seeing continued declines in print revenues, but these are countered by very strong growth in events.

Q Where do you see the most promising opportunities for growing your business?

A We are very focused on our core strength, which is summed up nicely in the tagline Think Tech, Think IDG. We have sold off Life Scientist magazine partly because it didn't fit with our IT portfolio, but mainly because revenues were majority print where growth prospects were slim.

We have concentrated on expanding our reach into a range of different IT decision-makers in the B2B space. We relaunched CSO a couple of years ago, and under the watchful eye of Publisher Abigail Swabey the brand has gone from strength to strength, with events, print and online all contributing to a robust product.

We are now in the process of repositioning CFO World to focus specifically on the technology that underpins the finance role, rather than trying to be all things to the CFO. By sticking to our biggest strength, technology, we present a much clearer remit for readers and advertisers alike.

And I'm excited about our upcoming launch of CMO World at the beginning of April, which will focus on the technology that empowers the marketing function. The rationale behind the brand is that CMOs are increasingly making technology decisions independently of the IT department. We believe it's important for IDG to serve a group that Gartner says will outspend CIOs on tech by 2017. The language that CMOs use, their objectives and their concerns are very different from our traditional IT base, so it's important that we approach them from their perspective, not just as an adjunct to CIO.

We've hired a sharp and experienced editor with a take-charge attitude to head up CMO World and CFO World editorially as well as help out on CIO. With the explosion of technology in the marketing space and the shift away from the IT department toward line-of-business management, it's critical that IDG has an offering in this space to ensure that we don't cede an important business opportunity to competitors. This year we're launching the site, some roundtables and a digital magazine/iPad edition.

Q How is your events business doing, and are you seeing any new trends emerging?

A Our event business is now larger than our print business both in terms of revenue and profit. That part of the business has grown exponentially over the last five years, and demand is strong across both the channel and enterprise groups.

We run every conceivable type of event from roundtables to webinars, from training sessions to breakfast briefings, from conferences to award programs. Increasingly we're seeing that small is beautiful, when it comes to events with many vendors wanting exclusivity in roundtables or custom multi-city programs. The exclusivity gives them greater input over content and creates a deeper, more intimate engagement with the audience.

Q What, if anything, do you do in the area of custom content?

A We have two major contracts to produce magazines for other organizations. We produce Information Age for the Australian Computer Society six times a year. And we produce the Australian Property Journal for the Australian Property Institute on a quarterly basis as well as producing an online newsletter for them.

Beyond that our custom business is mostly centered around events with many of the programs including extensive write-ups in our magazines. While display advertising in print is dropping, we note that event sponsors see substantial value in being written up in magazines afterwards. Probably the biggest opportunity for custom growth lies with our consumer division, which has a large audience and strong editorial and sales teams.

We also do a lot of custom microsites and nanosites for our partners that include the usual combination of our content and theirs.

Q What is the Good Gear Guide, and do you see this morphing into something similar to the TechHive brand in the U.S.?

continued on page 7

Editorial, tech departments at IDG Denmark on the same page

Constant communication helps to drive efficiency and new ideas

HEADLINE
JOURNALISTIC INTEGRITY
PULITZER
ROI
AJAX
HTML
DEADLINE
DEADLINE

PHOTOS BY MIKKEL W NIELSEN

*Finding a common language between editorial and development isn't always easy, but somehow IDG Denmark Editor-in-chief **Line Ørskov** and Head of Development **Lars Jacobsen** usually find a way.*

In the publishing world, editorial and technology departments don't always find consistent common ground. But at IDG Denmark, Editor-in-chief **Line Ørskov** and Head of Development **Lars Jacobsen** have developed a highly collaborative work relationship between themselves and their departments.

The pair have been working together since 2010. At the time, Ørskov rejoined IDG Denmark as editor-in-chief of Computerworld Denmark, having worked as an intern and staff writer there from 2000 to 2003 before serving as communications manager for two IT vendors. Jacobsen, who joined IDG in 2006 and served as editor-in-chief of PC World through 2010, had always been interested in technical development. Prior to IDG he cofounded one of Denmark's largest private tech sites, and his background includes journalism, online media and statistics. In 2009 he took on the additional role of the business unit's head of development. When Ørskov became editor-in-chief of all media brands in 2011, and he transitioned out of his editorial role, the collaborative process began in earnest.

Today, the company's editorial team consists of 13 journalists and editors, two interns and one editor-in-chief responsible for PCWorld, Computerworld, Computerworld CIO, ComOn and Channelworld. On the tech side, Jacobsen supervises three developers and one online design intern.

Ørskov and Jacobsen talked about their collaboration at last year's Global Product Line Meeting. Here they expand on their experiences.

Line, you have talked about the importance of trying to find a way to "embed" a development person into the editorial organization. Why is that important ?

Ørskov: It's part of a necessary process to break down the silos between the departments. Integrating tech into editorial moves us from a point where the web department is something that editors go to with predefined tasks toward a mutual discussion where we jointly develop ideas and talk about the issues, get a sense for each department's needs, language, other tasks, timetables, etc. That is important in an environment with limited resources. The idea is not just to get things done, but to get the right things done in the right order. It's the difference between creating activity and creating results.

How does the relationship work at IDG Denmark?

Ørskov: Lars is part of the editorial management team, along with brand editors, and joins the editorial staff meetings to talk about new initiatives. Lars and his team work on internal and external projects for all parts of IDG Denmark, so there are times where they are more present in the editorial environment than others. He is also a regular at the editorial management team meetings where we meet over lunch every Friday. We also hold joint site management meetings and site web development meetings that I sit in on.

> "Integrating tech into editorial moves us from a point where the web department is something that editors go to with predefined tasks toward a mutual discussion where we jointly develop ideas and talk about the issues, get a sense for each department's needs, language, other tasks, timetables, etc."
>
> *Line Ørskov*

Jacobsen: My role is also very much as a interpreter of all the data we collect: usage data, heatmaps, click-through-rates, traffic sources, newsletter signups and so on. I try to translate this large amount of data into something actionable for the editorial team.

Lars, from a development perspective, why is it important to you to be so close to editorial?

Jacobsen: I joined IDG Denmark on the editorial side, so I feel quite strongly about editorial quality and how our vision sets IDG apart from many other tech media

continued on page 5

tinued from page 4

dit, tech collaboration

ompanies. I also actively campaigned for my current position as ead of development because I wanted to use our development resources to aim for an even better use of our quality content as an engine for our publishing business. In the end, it is a matter of different tools used to achieve the same goal — what is best: a great headline or a well-thought-out and fast-loading page? I want to create both for our brands.

Sometimes actions speak louder than words.

Also the seven years I have been with IDG have been both challenging and very exciting as we moved from print to online display and on to custom publishing, events and lead generation. But almost all the new ways of doing business are built on how well our editorial content is able to engage readers in that mutually beneficial relationship.

So, while I am engaged in a lot of projects, their success often hinges on how well we can use our brands to achieve whatever goal we have set with the customer. The better I understand our readers and brands, the better I am at my job.

Also, I can't really seem to let go of my editorial hat — I still sneak in an article or two a month, just to get a first-hand feel the editorial flow, reader interest, Facebook sharing and all the other important stuff.

Can you give a few examples of how the two departments have had particularly good synergy?

Ørskov: In late 2010 we started really looking at traffic numbers and saw that Computerworld.dk had experienced a prolonged drop in traffic over a number of years. So we started a traffic project as a joint venture between tech and editorial. Through a series of meetings with Lars and with the editorial management team, combined with meetings with all of the editorial team, we went through things like page placements, heatmap analysis, story selections, daily flow, headline selections and newsletter flow. As a result we grew traffic, ended up with a series of strategies we've since implemented on other brands, and we found a common language between the code and the words: numbers.

Jacobsen: We get a lot of daily feedback from the editors and journalists. While we can't fulfill all their dreams, my team and I know the importance of providing the right tools for journalists. So recently when an editor came to us and wanted a backend tool to visualize which articles were trending, it was built the same evening and ready for him the next day. Same thing happened with an indicator that shows the Facebook-based activity for any published article. Often these things are fast-tracked because I know how important measurement points and tools like this are when editorial tries to keep up with the readers.

We also recently built a new job site called Jobworld.dk. One key selling point for the sales team is that all jobs are shown on the websites of our media brands. This involved remodeling some of the sites so the job ads could be more effective. So I walked over to Line to ask for permission to do this and was back five minutes later with a go-ahead to try anything we wanted. That kind of trust comes from having a common goal and the common understanding that we are one business.

Does this collaboration help your editorial team feel comfortable with the technical tools used to tell stories?

Line: A good example is how we've done a number of stories on the different geographical mapping tools from Google. Lars and his team have been a great help with both story development and instructions on how to use the tools.

Jacobsen: There are so many interesting tools, many of them free. Obviously we can't support them all, but we try to help integrate them into our sites. Last year web and editorial collaborated with a journalist from ComOn [IDG Denmark's brand for younger IT decision makers in the SOHO/SMB niche] for a project that collected the broadband-quality measurements from 3,500 readers and presented that on an interactive street-level map. It was one of the first comprehensive published tests of Danish broadband quality — and unique content and visualization for our brands. This summer we will be working on a new platform for editorial where the ability to integrate internal and external tools and features is one of the goals. But it is also important to note that we don't develop everything — part of our collaboration is also looking at the real value of any given idea: for the user, the advertiser or the staff. Is it something we need to have, or is it just nice to have?

> "Part of our collaboration is also looking at the real value of any given idea: for the user, the advertiser or the staff. Is it something we need to have, or is it just nice to have?"
>
> *Lars Jacobsen*

Write to Line Ørskov and Lars Jacobsen. ■

mployees use annual survey to make heir voices heard, drive action plans

How satisfied are you with your work environment? Do you have access to adequate training opportunities? What do you think of your business unit's image? Now's the time for all IDG and IDC employees around the world to anonymously share their opinions about those areas and more via the 2013 IDG Employee Survey.

The 27th annual survey is one of the largest organizational-wide activities run at IDG. Employees received a unique password and link to the online survey on March 6 and have until March 25 to complete it.

An independent company, Research Results, tabulates all responses, providing aggregated summary data about the overall business unit, the results of individual departments and unattributed verbatim responses.

Wagner

"As a manager, it's essential to know how your team judges your work — what is going pretty well, where where you can do a better job as a manager," said **Mirja Wagner**, database operations director, IDG Business Media/Germany. "Those are important questions, and the employee survey is a great tool to get honest answers."

Reviewing the survey results in departmental meetings enables employees, managers and business unit leaders to talk about what's working well, what can be improved and create an action plan on how to address priorities in the year ahead.

"It's important to see what we can do to improve ourselves and understand how the people we work with feel about IDG," said **Ineke Kievit**, receptionist, IDG Netherlands. "We've seen results from our action plan; the communication has improved within the company."

Employee participation in the survey process is critical, and IDG's survey response rate outperforms many of its peers, said IDG Corporate HR Director **Annelise Fortier**. "Last year's survey response rates were excellent: 94% in the U.S. and 85% internationally, and 44% of business units had response rates that exceeded 90%." The average response rates for employee surveys at other companies are typically in the 70% to 80% range.

"High response rates are important so that we get a true picture of employee opinions at IDG," she said. "We want to hear concerns, as well as suggestions on how to improve employees' work experience at IDG, and, in turn, enhance IDG's success."

Contact your Human Resources Representative or write to Annelise Fortier. ■

The IDG Employee Survey: what's in it for me?

Rebecchi

I find the survey gives those who aren't comfortable sharing their thoughts one-on-one a way to be heard. As a manager you sometimes find that the assumptions you made about your group aren't always correct. I worked for companies in the past that could have benefited greatly from this yearly process, as turnover was high and morale not always the best.
— ***Rob Rebecchi****, technical support manager, IDG*

Evers

Participating in the Employee Survey is one way to help our company be an even better employer. Our feedback not only enables IDG to optimize structures and processes, but it helps the company understand our needs.
— ***Ole Evers****, director of business development, IDG Tech Media in Germany*

It gets people thinking and opens the door for group discussion. While the results and discussion don't usually lead to sweeping changes, that's because people are not typically asking for large-scale reform. If we can identify just one or two things — even if they are just small tweaks to a process or something we can change about the office environment — that will make employees' lives easier and make them happier, then it makes the survey very worthwhile.
— ***Jen McKean****, director of research, IDG Research Services*

Källström

It's interesting to see and compare the results from my team (the marketing department), IDG Sweden and IDG worldwide. It's also an opportunity to see which areas have improved from the previous survey and what areas we need to increase focus on. Over the past year, the working environment has improved, there's more focus on customized training and improved internal communication.
— ***Catarina Källström****, marketing manager/B2B, IDG Sweden*

Thorne

As a director of a large department, I value the opportunity to look at my team's survey data in such a structured way. Although I conduct performance appraisals in January and July, the survey is conducted anonymously and drills down into areas we don't often get to cover. It is a great tool to help me work with Human Resources regarding next steps.
— ***Danielle Thorne****, director, Digital Accounts, IDG Enterprise*

tinued from page 3

One on one

A GoodGearGuide was first launched in 2005. Although it was doing well, we rolled it under the PC World brand a couple of years ago because we wanted to report the combined traffic of the two sites as one number. Doing so gave us greater clout in the market. We had always sold them as a combination anyway, and the editorial team worked across both.

We mulled whether we should just move everything to the GoodGearGuide brand instead, given that some of our advertisers didn't believe that PC World was the right place to advertise mobile devices. But PC World was the global brand so we stuck with it.

What we noticed was that readers really don't think about the underlying URL — you can also see this where national newspapers buy up niche sites and roll them under their mastheads. But, of course, Google does care, so we don't want to lose 15 years of PC World link love. For that reason we're keeping the URLs intact and will gradually transition more traffic to the GoodGearGuide site over the next six to 12 months.

Similar to TechHive we want to give our consumer brands every opportunity of succeeding in a competitive space. Widening the scope of the brand from "PC" but leveraging an existing brand means we can legitimately cover a range of technology.

Q How is your CIO Executive Council doing these days?

A The Council is doing well and is on course to meet its budget for the year. But the Council contributes far more than just profit, it creates a prestige around our CIO events that would be difficult for a media brand to do on its own. It provides speakers and attendees for our events as well as strong leadership around content for agendas, the site and magazine. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Heidi Broadley *IDG Enterprise*

21
Bridget Cammarata *IDG Global Solutions*

18
Antonette Cutone *IDG*

14
Jonathan Seff *IDG Consumer & SMB*
Tracy Yee Vaught *IDG Consumer & SMB*

13
Arne Arnold *IDG Germany*
Michele Wescott *IDG Enterprise*
John Röhne *IDG Sweden*
Pennie Robinson *IDC*

12
Alexis Barrera *IDG Consumer & SMB*
Bushra Khalid *IDG*
Zach Sullivan *IDG Enterprise*
Birgitte Henriksen *IDG Denmark*

10
Roberto Gutierrez *IDC Brazil*

9
Sheri Cottreau *IDG*
Albert Sacco *CXO Media*
Alejandro Florean *IDC*
Jessica Borgudd *IDC Sweden*
Stacy Crook *IDC*

8
Charles Lee *IDG Global Solutions*
Michael Tavares *IDG*
David Price *IDG U.K.*
Amy Catalogna *IDC*

7
Leslie Baldi *IDG*

6
Bob Johnson *IDG Connect*
Jean Francois Ferland *IT World Canada*
Douglas Hayward *IDC U.K.*
Elzbieta Jakubowska *IDG Poland*
Atsushi Arai *IDC Japan*
Robert Ahlqvist *IDG Sweden*

5
Adam DeMattia *IDG Research Services*
Madeline Kruzel *IDG World Expo*
Mary Kittredge *IDG Enterprise*
Monika Szczurowska *IDG Poland*
Dario Nazemson IDG Sweden
Evan Hardie *IDC Canada*

4
Christen Schneider *IDG Consumer & SMB*
Meghan Shepp *IDG Enterprise*

3
Margarita Pogorelova *IDG Germany*
Dan Dudziak *IDG*
Susan Johnson *IDG Global Solutions*
Beverly Lloyd *IDG Enterprise*
Marcus Svinhufvud *IDG Sweden*

2
Jean Desmarais *IDG Research Services*
Alex Cocilova *IDG Consumer & SMB*
Matt Wenger *IDG TechNetwork*
Janet Pitt *IDG World Expo*
Mark Britton *IDG Enterprise*
Thasanthan Srikanthalingam *IT World Canada*
Pietra Gaurnieri Carvalho *Now!Digital Business*
Kourosh Ghassemi *IDC U.K.*
Guilherme Campos *IDC Brazil*
Boudewijn Muijser *IDG Netherlands*
Ruaa Barsom *IDG Sweden*
John Byrne *IDC*
Jerilyn Hartman *IDC*

1
Andre Peschke *IDG Germany*
Jessica Maxwell *IDG List Services*
Zach Stern *IDG Consumer & SMB*
Daniella Krieger *IDG TechNetwork*
Jennifer Malenfant *IDG*
Kevin Barrett *IDG*
Adam Shore *CXO Media*
Stephanie Moran *IDG Enterprise*
Michael Essery *IDG Enterprise*
Steven Shaw *IDG Enterprise*
Whitney Sousa *IDG Enterprise*
Sarah Burrell *IDG Connect International*
Stephanie McDonald *IDG Australia*
Christofer Björkvall *IDG Sweden*
Jitesh Ubrani *IDC Canada*
Chad Macholz *IDC*
David Schubmehl *IDC*

noteworthypeople

New employees

Schröder

IDG Tech Media in Munich, Germany, has hired **Matthias Schröder** as a web developer. Previously a software engineer with the online travel agency FTI Touristik, he enjoys playing the piano, movies, cycling and working with a rescue service. mschroeder@idg.de

Susanne Halbinger joins **IDG Germany** as an events account manager. She previously worked as a freelancer for such companies as the BMW Group, Panasonic and Siemens Enterprise Communications. She holds a degree in communications design and enjoys travel, cooking and sports. shalbinger@idg.de

Previously an intern at Germany's **IDG Entertainment**, **Jochen Redinger** joins the staff full time as a special projects trainee working on Die Sims magazine. He holds an M.A. in medieval history from the University of Heidelberg and enjoys theater, creative writing and drawing. jredinger@idg.de

Business units worldwide may send news about promotions, new employees and returning employees to world_update@idg.com.

Fast fact

More smartphones are forecast to be shipped globally than feature phones in 2013, the first such occurrence in the mobile phone market on an annual basis, according to IDC.

Vendors will ship 918.6 million smartphones this year, or 50.1% of the total mobile phone shipments worldwide.

The top countries in terms of smartphone shipments and market share in 2013 are China, the U.S., the U.K., Japan, Brazil and India.

Source: IDC Worldwide Quarterly Mobile Phone Tracker

unsunghero

Rainer Bachmaier

Audience Development Analyst

IDG Tech Media

IDG Tech Media's Custom Solutions Group (CSG) Director ***Markus Pilzweger*** *named Creative Online Director* ***Rainer Bachmaier*** *his group's Unsung Hero. "He is not only responsible for all our layouts and creative work, he also works closely with other departments such as IDG Business and IDG Entertainment. He creates new layouts for our website and uses his creativity to bring us to the next level. Without him it would be very expensive to bring such quality to CSG's customers because we would be forced to use external specialists. But money is only one side of it. What you can't pay for is his creativity."*

Name Rainer Bachmaier

Home Munich, Germany

Primary job responsibilities I develop and design microsites, partner zones, advertorials and interactive banners for our premium customers, such as Samsung, Intel and Microsoft. I monitor the processes and implementation until they go live. I'm also involved in planning and redesigning our online platforms, mobile sites and apps.

Three things I do in a day's work

- Give careful thought to generating extraordinary advertising ideas and mediums for our sales team in coordination with the Custom Solutions Group.
- Design and realize advertising solutions in close collaboration with customers and our web development team. Right now we're working on a new, state-of-the-art project called the Samsung Side by Side Zone.
- Do some redesign on existing and upcoming Tech Media sites and apps, focusing on the optimal user and sales experience.

What I love most about my job IDG is an almost perfect place for being creative. Everybody, especially our customers, is open to innovative approaches.

A hot-button issue I'm dealing with on the job How to convey to the big players that IDG is the best place for advertising and has the manpower to realize large-scale solutions. Since I'm the creative part, finding the right solutions is an important part of my job.

Rainer Bachmaier *joined IDG Tech Media as a trainee in 2008 after writing his diploma thesis on The History of Videogames.*

Latest accomplishment Being part of the team that won two out of five Best Practice Awards at IDG Germany late last year. For the Samsung Notebook Series 9 project, we created a complex microsite with editorial content and user-generated hardware tests. The feedback from Samsung was overwhelming, and we got further bookings for Samsung products.

What you're doing to be a better employee
The creative process isn't just business to me, it's personal. I always keep up with technology and web design issues. It's my goal to always meet our customers' needs.

Interests outside the office
Spending time with friends and family. Playing beach volleyball in the summer or hockey in the winter. I'm interested in everything that needs electricity, especially Apple products and my gaming consoles.

What others can't tell just by looking at me
I have a Lower Bavarian accent that sounds, in my opinion, not really appropriate to business.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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IDG Netherlands, IDC Benelux team up for second CIO Summit

Drawing on lessons learned from last year's successful debut, organizers recruited an advisory board that recommended a format and agenda that appealed to sponsors and participants alike.

SEE MORE ON PAGE 4

Also inside

IDG Spain's online video content brings in revenue

IDG U.K. gets coverage on programmatic technology

One on one: IDG List Services General Manager Andrew Sambrook

MWC 2013 Coverage at TechHive.com

Video reports abound as IDG journalists descend on Mobile World Congress in Barcelona, Spain.

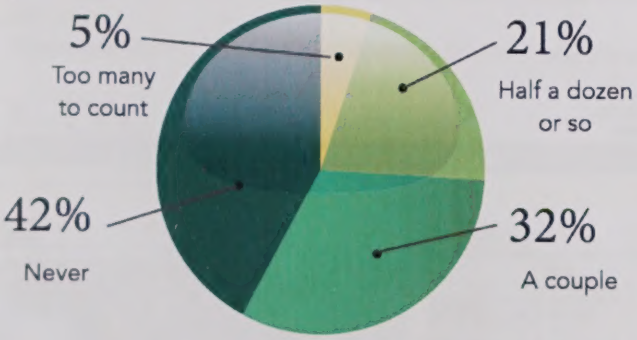
SEE MORE ON PAGE 6

Celebrating 20: IDC's Megan Santosus and her family swim with dolphins in Florida.

SEE MORE ON PAGE 8

Question of the week results

How many times have you bought a coupon from a site like Groupon?

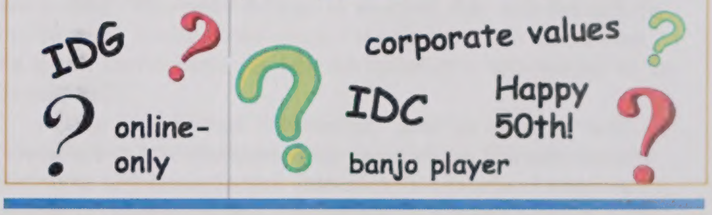


Log on to www.idgcentral.com to vote on this week's question:

When will you take the 2013 IDG Employee Opinion Survey? (Coming on March 6.)

How much do you know about IDG?

Take the quick quiz on page 7 and see how you fare.



Wanted: Your office photos

The Photo of the Day feature on the home page of IDG Central lets you share a quick look at what's happening at your business unit. All employees are invited to send photos depicting a little slice of life at the office, at an event, a staff meeting, etc. Send picutres, along with a short description of what's going on, to idgcentral@idg.com.

IDG Spain differentiating from competition with focus on video

Online video is proving to be a growing revenue source for IDG Spain, where in-house-produced content for both sponsors and IDG Spain has registered solid viewership numbers for the last four months.

"We are doing videos of product launches, events, interviews, product analyses and reviews and tech trends such as the cloud, mobility and security," said **Arancha Asenjo**, IDG.es editor. "We also produce a five-minute IT news report, "Informativo IDGtv" that airs Tuesdays and Thursdays and "La Semana TIC" ("IT Week") that is broadcast on Fridays."

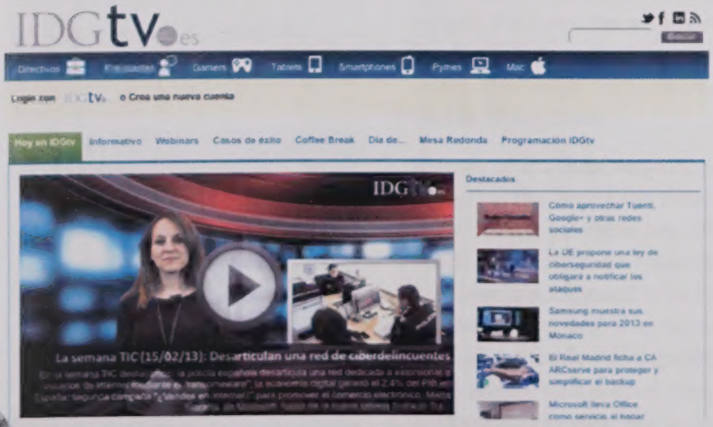
The videos appear on IDG Spain's video page, IDGtv.es , which launched in October. To date, 120 videos have been posted to the site. IDG Spain's YouTube channel, launched in 2007, has more than 1,100 videos, including those produced for IDGtv.

*IDG.es editor **Arancha Asenjo** hosts the program, assisted by Videographer **Juan Marquez**.*

IDGtv is also home to IDG Spain's webinars, "which are used to drive traffic to promoted content," Asenjo said, and live in sections called Coffee Break and Video Case Studies. "Our lead-generating online events are currently mainly educational webinars, but we are starting to broadcast 'traditional' live news events. This allows us to triple the number of attendees at these events."

IDGtv videos, which average five minutes in length, are designed to appeal to a wide-ranging audience of IT professionals and tech enthusiasts, Asenjo said. "The topics of our videos are quite varied," she noted. Their video analysis of the Nokia N8 phone drew more than 1 million views; one on easy iPhone tricks was viewed 720,000 times.

"Consumer technologies and products are the most popular on our YouTube channel," Asenjo said. "On our TV page, those draw very well, but so do the IT news reports and interviews with IT leaders."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Directivos
Gamers
Tablets
Smartphones
Pymes
Mac
Login con IDGtv. o Crea una nueva cuenta
Hoy en IDGtv
Informativo
Webinars
Casos de éxito
Coffee Break
Día de...
Mesa Redonda
Programación IDGtv
IDGtv
La semana TIC (15/02/13): Desarticulan una red de ciberdelincuentes
Destacados
Cómo aprovechar Tuenti, Google+ y otras redes sociales
La UE propone una ley de ciberseguridad que obligará a notificar los ataques
Samsung muestra sus novedades para 2013 en Mónaco
El Real Madrid ficha a CA ARCserve para proteger y simplificar el backup
Microsoft lleva Office como servicio al hogar

Launched last October, IDG TV.es has more than 120 videos on the site.

IDG Spain produces sponsored videos on vendor case studies, as well as sponsored webinars and lead-generating online events. Pre-roll ads that run with non-sponsored videos are sold at 140 /CPM (US$185). Asenjo said an exclusive sponsored hour-long webinar with a guarantee of 25 leads costs 12,000€ ($15,800). Dell recently sponsored a 90-minute webinar.

"Right now, every IDG Spain writer is helping create our videos," Asenjo said. "Whenever they go to an event they take the camera and do some filming so we can put together a video report from the event. That material can later be included in 'Informativo' or 'La Semana TIC.'"

Asenjo is the host of "Informativo" and "La Semana," with Videographer **Juan Marquez** as her cameraman. She said that she uses some IDG News Service videos on "Informativo," which has a broader IT news focus than "La Semana"'s focus on Spanish IT news. "If there is something we can use as video resource from the News Service we won't translate the audio but just use the images. If we air a video by IDG News Service I do the translation," Asenjo said.

Asenjo also hosts IDG Spain's video interviews and online events. The videos are produced in an in-house studio that IDG Spain created last year when it moved to new offices in Madrid.

Only one of IDG Spain's competitors offers videos, according to Asenjo. "They don't have the reach we have with our user database, nor the resources to make videos as we do."

"Video content is going to be more and more important in the future," said IDG Spain Country Manager **Manual Pastor**. "We feel we are building a very solid new source of revenue.

Contact Arancha Asenjo. ■

IDG U.K. gets press coverage on programmatic technologies

The website ExchangeWire EMEA recently featured an extensive Q&A with IDG U.K. MediaServices Director **Daniel Shaw**.

"IDG U.K. is proving that even publishers that are very vertical-specific can benefit from programmatic technologies as a seller and also as a buyer,"the article noted.

Shaw

Asked why a publisher like IDG U.K., which is in a relatively niche market in terms of content focus and user size, is engaging in programmatic technologies, Shaw said. "We know more about technology buyers than anyone else and, using programmatic buying, can employ this first-party data to offer clients access to very targeted audience groups, but with scale in a way that no one else can. We know clients are moving budgets into the programmatic space, so also making our inventory available via this channel makes sense.

"We believe keeping on top of new technologies is absolutely vital — and being active in the market with suppliers, industry commentators, and traditional competitors is the best way of doing that," Shaw added.

Read the interview here. For more information write to Dan Shaw. ■

OneonOne

Andrew Sambrook

The general manager of IDG List Services is this week's columnist. Reach him at asambrook@idglist.com.

> "List Management has two goals: one is to protect the IDG brand and maintain that high level of value, relevancy and trust that exists with our audience and the second is to maximize revenue potential for the IDG business units we represent."

IDG List Services at-a-glance

Headquarters Framingham, Mass.

Number of employees 15

Website www.idglist.com

Q What is IDG List Services' mission?

A List Services' mission is to help b-to-b and technology companies effectively conduct database-derived, demand-generation campaigns. List specializes in creating relevancy by consulting the client on aligning content to target market. When a client comes in, we assess the content that they have and make sure that it is a good fit with the target audience that they are going after. By incorporating database management and audience segmentation capabilities, leveraging email, print and telemarketing services, we create marketing fit.

Q What are the main segments of IDG List Services' business?

A List Management

List Management manages IDG Enterprise brands' third-party inventory including CXO, Computerworld, InfoWorld and Network World. Third-party is an individual permission level that is a direct reflection of the strength and value of IDG's brand and is one of our most valued assets. Third-party is composed of technologists who rely on and trust IDG to send relevant third-party/advertiser content. List Management has two goals: one is to protect the IDG brand and maintain that high level of value, relevancy and trust that exists with our audience and the second is to maximize revenue potential for the IDG business units we represent.

Brokerage Services

Brokerage is a client facing, independent in-house agency that represents the needs of the customer. Brokerage Services leverages our data network to identify the client's target market, whether part of the IDG portfolio or beyond our borders. IDG Brokerage can work with any business unit to support a client's needs. For example, if a client has a certain target that cannot be met in-house, the business unit should reach out to Brokerage for support in order to fulfill the needs of the client.

As part of the data network, we recently launched the Tech Exec database. The database is part of our portfolio and offers an extension of reach beyond IDG's circulation. The Tech Exec Network is composed of publishers and trusted database partners. The names are unique and extend our audience-targeting capabilities into key verticals that are not likely to be found in the IDG subscriber lists, like government and manufacturing. One of its major strengths is defining line-of-business or senior-level financial decision makers, such as CFOs. By directly managing the data assets, we can manage the permission and reputation and enrich the dataset.

Operations

Operations and program deliverability is central to our success. Our operational database management team specializes in data hygiene, mapping, enhancement, reputation management and client services such as production, fulfillment, campaign management and reporting.

Q Can you describe the databases that List Services uses?

A Database and audience management is core to our business. Central active databases are IDGE third-party, the IDG Corporate database, Connect U.S. and international, the Mobile Database and the Tech Exec, and they all act as key components of our business. For this column, I will focus on two emerging databases: Tech Exec and Mobile.

The Tech Exec is built through a trusted database partners network and branded under IDG. IDG serves the permission, and in effect gives IDG the right to market to them under the Tech Exec brand. The participating partner is white-labeled, thus avoiding any potential channel conflict. We focus on data partners in the b-to-b space that deliver technology decision makers, business decision makers and/or key verticals or company size like SMB. The Tech Exec can be used for traditional direct marketing, branding, research and performance-based programs. There is great opportunity as big data is a key marketing driver for the marketplace and our customer base. Tech Exec offers stability and delivers both U.S. and international markets. We have multiple partners participating with the most recent delivering 1.2 million U.S. and 700,000 international names. Additional data partners are already under discussion and have potential for 10 to 15 million incremental names.

The Mobile Database is a cross-IDG database and has over 450,000 names. Most importantly, it is built from key decision makers who have engaged in content with a mobile device. We also can identify the specific device and platform that they are using to open their emails (iPad, iPhone, Android, etc.).

continued on page 5

ctive advisory board bolsters CIO Summit in the Netherlands

IDG Netherlands and IDC Benelux produced their second CIO Summit earlier this month, drawing on lessons learned from last year's successful debut to create an event that resulted in higher attendance and revenue and praise from both sponsors and attendees.

Not content to rest on their laurels after CIO Summit 2012, the organizing partners decided to raise the bar. Co-hosts **Volkert Deen**, CIO.nl editor-in-chief, and **Jeroen Wortel**, managing director, IDC Benelux, elevated the responsibilities of the advisory board and invited several Dutch CIOs and CFOs to actively plan an event tailor-made for their peers. Among their recommendations: find a way for sponsors to add value instead of distracting from the conference's strong point (content), and find a venue that allows for active participation.

"We answered their call in several ways," Deen said. "We further strengthened our focus on content by partnering with Nyenrode Business University and valued CIO partners like Metri and The Value Squad, and we decided to give our advisory board members active moderating roles for most sponsored slots. Thanks to our proactive marketing team, led by [IDG Netherlands] Marketing Manager **Gabriella Meijnckens** and freelance Event Manager Mascha van Riezen, we created a tasteful and exclusive boardroom environment for our audience, which added greatly to the perceived value of the event."

This year's conference was held at the Philharmonie in Haarlem, a venue where several classic 19th century halls are bound together by cutting edge 21st century architecture, offering multiple auditoriums and an amphitheater that could accommodate the full group for a keynote or smaller workshops for a more intimate feel.

The Summit's theme was Innovation and Leadership. Several workshops and roundtable discussions were designed to target the personal skill sets of the attending CIOs on topics such as leadership, presentation skills and translating IT into business terms.

The keynotes included a mix of well-known CIOs from AkzoNobel, the London Olympic Games and PostNL; business speakers on innovation and business/IT-alignment; IDC VP/ IT Executive Advisor **David McNally**; and a notable speaker from beyond IT for the closing keynote: André Kuipers, the Dutch European Space Agency astronaut recently returned from a five-month journey to the International Space Station.

Challenges – SYSTEMS int
CIO

Gerry Pennell, CIO for the London Organizing Committee of the Olympic and Paralympic Games, was one of many well-received speakers at the event.

Audience feedback has been very positive, Deen said. Of the 180 attendees, 116 represented the primary target group of C-level IT decision makers — about a 150% increase from last year. Ninety-seven percent of the audience indicated they will most likely return next year, up from 83% last year, with only 3% undecided and no negatives. "Although we had more sponsors [14 compared with seven last year] and more sponsor revenue, we had almost no negative comments about sponsored content, a clear indication that we succeeded in managing our sponsors in order to focus on content instead of marketing," Deen noted.

> "The IDG/IDC collaboration that started last year felt much more streamlined this year, with great results on the content, marketing, project management and sales front."
> *Volkert Deen, IDG Netherlands*

Among the verbatims from the follow-up survey: "A very pleasant day with great content." "High value program. High level of organization, location, guests and discussions." "This is the best event I have attended in the past two years!" The CIO Summit 2013 has been a commercial success as well.

"Our sales teams managed to keep our loyal customers from last year's event and add some new great names as well," said IDG Netherlands Sales Manager **Liam Baker**. "By doing so, we grew from 78,000 to

continued on page 5

tinued from page 4

IO Summit

85,000 euros (US$104,000 to $247,000) in revenue — a growth of 137%. "We doubled the number of sponsors while at the same time asking for a bigger investment. In order to justify that, we offered them more direct and closer contact with our audience — such as in round table discussions — which were well received by both sponsors and our audience."

Another reason for the revenue gain: this year IDG and IDC shared their sales-effort; in 2012 they split profits based on the sales revenues both parties separately generated.

"We also decided to actively help our sponsors in translating their message in a meaningful way to our audience," Deen added. "For instance, we pushed them to refrain from sending their marketing and sales managers and asked them to find internal specialists who could hold valuable discussions on the same level of our audience. That way our sponsors created a very professional image, highly appreciated by our audience, and an ideal ground for further talks beyond the Summit. It also meant the sponsored sessions were perceived as integral parts of the Summit content, instead of as commercial breaks."

*(L-R): **Volkert Deen**, CIO.nl editor-in-chief, and **Jeroen Wortel**, managing director, IDC Benelux,co-hosted the CIO Summit, and IDC VP/ IT Executive Advisor **David McNally** spoke at the event.*

"All in all, the IDG/ IDC collaboration that started last year felt much more streamlined this year, with great results on the content, marketing, project management and sales front," he said.

"The market knowledge of IDC combined with the marketing and presence of IDG made an impression on the market," Wortel added. "We are really looking forward to the next event and future cooperations with IDG."

For more information, write to Volkert Deen or Jeroen Wortel. ■

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continued from page 3

One on one

Q How does List Services work with other IDG business units?

A List Services is a centralized business unit and works with almost every IDG business unit. We have supported IDGE, World Expo, IDC, Research, Circulation, IDG Global Solutions as well as IDG Ventures. Frequently, we work with IDGE sales teams in bundling services such as list rental with online impression-based programs. Also, we work with circulation to acquire specific audience segmentations through data acquisition. With World Expo, we have provided marketing support for exhibitors for pre- and post-show.

Q How are you using social media to enhance IDG List Services' business?

A List Services' goal is to create marketing fit by amplifying an advertiser's message to our audience. Email remains the primary channel to initiate one-on-one conversations with content being delivered directly to the recipient's desktop, tablet or mobile device. Email is a terrific initiator for peer-to-peer collaboration and social sharing because once the content is consumed and evaluated, it can easily be forwarded to peers. While List has Twitter, LinkedIn and Facebook accounts to promote our services, our real mission is to create a positive experience for our clients. The key is leveraging our strength of brand. To put it in perspective, think of Facebook or LinkedIn. Both of these brands carry a high value proposition, and, typically, when you receive an email from either, most of us will review the email and/or click through to the site because it is coming from a brand that we trust. Within the direct marketing industry, IDG stands for quality and integrity. We deliver a higher quality level of response and engagement because our audience trusts us and therefore is more likely to view the content that we are promoting for the client.

Q What changes to IDG List Services' business do you see in the next few years?

A Demand generation services will continue to evolve around database, universe/inventory, segmentation, permission and response. Integrated programs leveraging nurture and multiple engagements will drive the business. Behavioral-based targeting, along with data enhancement, predictive modeling and expanded reporting, will become staples of direct marketing and demand generation. An open, a click or even a registration is really just a static picture in time, and more and more clients are looking for dynamic, enriched database services that deliver not only a response but an expanded engagement. ■

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IDG WORLD UPDATE

Malouf

G Consumer nd SMB Senior anager, Audience evelopment **D.W. Malouf** has been promoted to senior product manager. "Given the strategic importance of establishing our leadership in video content," said SVP, Digital Products **Ulla McGee**, "D.W.'s focus in this new role will be all things video, from managing the video player to supporting the content producers and the sales efforts."dmalouf@idgcsmb.com

IDG WORLD UPDATE

Wakefield

Also at **IDG CSMB**, Project Manager Lauren Wakefield has been promoted to product manager. "Lauren will now support all elements of our content platform, including functionality and components on index and article page templates," McGee said. "In her new role, Lauren will continue to champion our mobile apps and serve on the steering committee of IDG's Mobile Hub." lwakefield@idgcsmb

New employees

Loo

New at **IDC Singapore** is Infrastructure Manager Asia Pacific **Chun Lee Loo**, who will oversee the systems administration and user support groups within the 13 countries in the Asia Pacific region. With more than 22 years of IT experience, he was most recently IT infrastructure director with Zuji. He earned a B.S. in computer engineering from the University of Manchester and enjoys badminton, cycling and astrophotography. clloo@idc.com

Sean Mullarkey joins **IDG U.K.** as head of advertising operations. He comes from Google where he held a senior role in sales technical operations; he has also worked as director of international advertising operations at CINET Networks, Inc. He holds a B.S. in psychology from the University of London and did eight years of research as an organizational research psychologist at the University of Sheffield. Away from the office he enjoys time spent with his family, reading and cinema. sean_mullarkey@idg.co.uk

Sjöberg

Maria Sjöberg joins **Computer Sweden** as a web editor. She was previously a concept developer for the web development office at the Swedish national television network SVT and before that the social media editor for Swedish national radio, Sveriges Radio. A graduate of the University of Kalmar, she holds a B.A. in journalism. She hosts a weekly pub evening of tabletop games with friends and is currently training to climb Japan's Mt. Fuji later this year. maria.sjoberg@idg.se

IDG WORLD UPDATE

Brown

Previously a contract senior editor with **PCWorld**, **Michael Brown** joins the staff full-time as a senior editor, Hardware. He has also worked as a staff editor at Maximum PC, CINET and Electronic Musician. He holds a B.A. in multimedia journalism from California State University, East Bay and farms olives in his free time. mbrown@pcworld.com

IDG WORLD UPDATE

Mahne

New at **IDG CSMB** is Senior Product Manager **Brandon Mahne**, coming from First Financial Bank USA where he was a senior product manager. He earned a B.A. in business marketing from the University of Missouri and enjoys home brewing, cycling and music. bmahne@idgcsmb.com

Pechkaew

New at **IDC Thailand**'s Bangkok office is Associate Market Analyst **Prapussorn Pechkaew**. She has four years of experience in the semiconductor business in production and material control, most recently as an account executive. She holds a B.S. in industrial engineering from Thailand's Khon Kaen University. In her free time she enjoys novels, drawing and learning foreign languages. ppechkaew@idc.com

Adaon

IDC Philippines in Manila has hired **Maritess Adaon** as a research editor in its Publishing Services and Technology group, supporting IDC Japan in its document publication needs. An experienced editor, she has worked at leading Philippine publishers including Phoenix-SIBS Publishing House, University of First Asia Press and C&E Publishing. She has also taught science and mathematics at all levels, from elementary school to college. She earned a B.A. in secondary education from the University of the Philippines. She enjoys learning languages, Asian films, contemporary poetry and football. madaon@idc.com

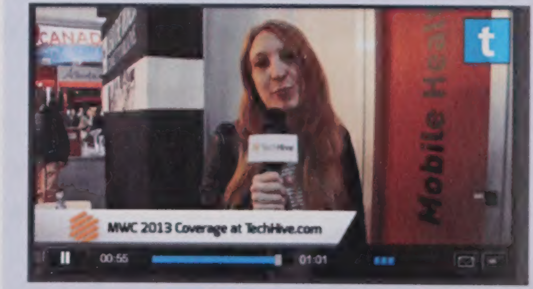
Transfers

Palencia

IDC Singapore welcomes **Amabel Palencia** as an Integrated Marketing Programs specialist; she was previously a research editor with IDC Philippines' Publishing Services and Technologies team. A graduate of the Philippines' University of Santo Tomas, she holds a B.A. in journalism and enjoys reading, movies and travel. apalencia@idc.com

IDG covers Mobile World Congress

Dozens of IDG journalists from around the world were in full force in Barcelona, Spain, last week covering Mobile World Congress. Among them:



*TechHive Associate Editor **Amber Bouman** reported on some health-related gadgets, among other stories. Click here for the array of Tech Hive videos.*

IDG
Nick Barber
IDG News Service | MWC2013, Barcelona

*IDG News Service Multimedia Correspondent and Video Content Manager **Nick Barber** filmed news and product updates, a daily digest and the weekly World Tech Update.*

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Linda Gorgone *IDG Enterprise*

24

Martin Fältström *IDG Sweden*

23

Thomas Wilms *IDG Germany*

20

Marie Söderqvist *IDG Sweden*
Bob Carrigan *IDG Communications*

17

Thomas Clöer *IDG Germany*

15

Melanie Posey *IDC*
Wayne Hetherington *IDC*
Carl Olofson *IDC*
Ian Sharp *IDG Australia*
Krzysztof Ceglinski *IDG Poland*

14

David Tapper *IDC*

13

Timothy Grieser *IDC*
Mindy Blodgett *IDG Enterprise*

12

William Stofega *IDC*
Kristina Martinu *IDG Czech Republic*
Koen Zijm *IDG Netherlands*

10

Elizabeth Lindquist *IDC*

9

Mary Dean *IDC*
Coby Smith *IDC*
Søren Queitsch *IDG Denmark*
Nga Bui *IDG Vietnam*

8

Robert Tons *IDC*
Paola Soriano *IDC Peru*
Rachel Hunt *IDC U.K.*

7

David Gradijan *IDG Enterprise*
Pontus Jeppsson *IDG Sweden*
Jeroen Jonker Roelants *IDG Netherlands*
Mark Nederpelt *IDG Netherlands*

6

Eileen Smith *IDC*
Melissa Henderson *IDC*
Stephen Conway *IDC*
Carrie MacGillivray *IDC Canada*
Terri Sanford-Cook *IDG Enterprise*
Erica Foster *IDG Enterprise*

5

Elizabeth Jolles *IDC*
Andrew Harrison *PC Advisor*
Andrew Bell-Wright *IDC U.K.*

3

Ashley Starr *IDG Enterprise*
Petra Blum *IDG Sweden*
Anders Mehlby Christensen *IDG Denmark*
Magdalena Góralczyk *IDG Poland*
Andrey Ryazanov *IDG Connect*

2

Asa Schelin *IDC Denmark*
Nga Nguyen *IDG Vietnam*
Aki Nakamura *IDC Japan*
Louise Pearson *IDG Global Solutions EMEA*
Hannes Weber *IDG Switzerland*

1

Miguel Florean *IDC*
Samuel Goodman *IDC*
John Binda *CXO Media*
Dawn Briddon *IDG U.K.*
Rapih Allen *IDG U.K.*
Vyacheslav Gromov *IDG Germany*
Helena Nordh *IDG Sweden*
Mark Holland *IDG List Services*

Business units are welcome to send employee anniversary information to world_update@idg.com.

How much do you know about IDG?

1. Which came first: Computerworld or IDC?
2. In what year will IDG celebrate its 50th anniversary? **2014, 2015 or 2016**

3. How many websites do IDG companies operate worldwide? **240, 380, 460**
4. IDC has offices in how many countries? **90, 97, 110**
5. Which IDG executive's Twitter profile reads: "Banjo player, Philadelphia sports fan, runner?"
6. IDG Ventures, IDG's venture capital company, has offices in five of these locations. Which country does not have an IDG Ventures office? **U.S., U.K., China, India, Korea, Vietnam**
7. Which of these strategic directives is associated with IDG? **Think globally, act locally. Think different. Focus on the user and all else will follow**?
8. Shortly after foundiing IDG, Chairman Pat McGovern developed 10 corporate values that have influenced IDG's operations and culture through the decades. Which of the following is *not* one of the 10 IDG Corporate Values? **Keep close to our** customers and qualified prospects. Think online first. Foster an action-oriented "let's try it" attitude. Invest in our **people through training and career development.**
9. In what year did InfoWorld U.S. cease print publication, becoming the company's first U.S. online-only publication and signaling IDG's move to a web-centric strategy? **2002, 2005, 2007**

10. In 2000, Pat and Lore Harp McGovern committed $350 million to which university to establish the McGovern Institute for Brain Research? **MIT, Harvard, Stanford**

1. IDC in 1964, Computerworld followed three years later in 1967. 2. 2014 3. 460 4. 110 5. IDG Communications CEO Bob Carrigan 6. U.K. 7. Think globally act locally. Think different belongs to Apple and Focus on the user and all else will follow is Google 8. Think online first 9. 2007 10. MIT

elebrating20

Megan Santosus

Editorial Manager IDC

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDC's Megan Santosus traveled to Florida last September with her family.

Joined IDG

August 1988 as an editorial assistant for Computerworld.

Career path

Soon after I joined, I saw a job listing in World Update for an editorial assistant position at a startup publication called CIO Magazine. The entrepreneurial nature of that job appealed to me so I moved over. I held a variety of editorial positions throughout my years at CIO, finally ending up as a senior editor when I left around 2005. I went on to do some freelance work, thinking (erroneously) that it would afford me more flexibility.

I returned to IDG in 2009 when I took a position as editorial manager at IDC Go-to-Market Services. I work with analysts to create papers, podcast scripts and other marketing material that is based on existing IDC analyst research.

The Contemporary Resort in Orlando was our home away from home. I also stayed here when it first opened in the 1970s.

We braved some cold water during our visit to Discovery Cove. (L-r): Isaac, Rachel, Mike, Talia (behind the dolphin Akai) and me.

Why I chose this trip

I have three kids who were 11, 9, and 8 at the time of our trip. When I was about that age, I went to Walt Disney World in Florida with my family every April, so I opted to make the same trip with my kids in tow, as I figured there would be something that everyone would enjoy. My husband Mike was also a first-time visitor to Disney World.

Trip highlights

Taking my kids on Space Mountain was a hoot. This was my favorite ride as a kid, and my kids really liked it as well. We also spent a day at Discovery Cove. The chance to swim with dolphins was not quite as exciting as it sounds — the water was cold! Instead, the highlight of the day was floating around the Cove's warm lazy river. ■

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

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Jessica Maxwell IDG List Services
Andrew Sambrook IDG List Services
Megan Santosus *IDC*
Jeroen Wortel *IDC Benelux*

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International Data Group (IDG) is the world's leading technology media, events and research company. Founded in 1964 and based in Boston, Mass., IDG products and services reach an audience of more than 280 million technology buyers in 97 countries.

IDG Communications' global media brands include ChannelWorld®, CIO®, CSO®, Computerworld®, GamePro®, InfoWorld®, Macworld®, Network World®, PCWorld® and TechWorld®. IDG's media network features 460 websites, 200 mobile sites and apps and 200 print titles spanning business technology, consumer technology, digital entertainment, and video games worldwide. The IDG TechNetwork represents more than 500 independent websites in an ad network and exchange complementary to IDG's media brands.

IDG produces more than 700 globally branded technology and entertainment conferences and events in 55 countries.

IDC has more than 1,000 analysts who provide expertise on technology and industry opportunities and trends in more than 110 countries.

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

25 FEBRUARY 2013 | VOLUME 43, NUMBER 8 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | ANNIVERSARIES - *page 7* | UNSUNG HERO - *page 8*

Employees gain new insights into IDG at this month's MMI

Nineteen employees representing 10 business units and three countries gained a more comprehensive understanding of the functional areas of IDG at the Media Management Institute.

SEE MORE ON PAGE 5

Top News

IDG Czech Republic's awards program gets IDC assist

Mobile Hub concall to focus on mobile advertising

One on One: IDG TechNetwork's and IDG Consumer & SMB's Pete Longo and Brian Gleason

U.S. digital sales staff pursue IAB certification

CIO's Gary Beach spoke at the most recent DellWorld where he had the chance to meet President Clinton.

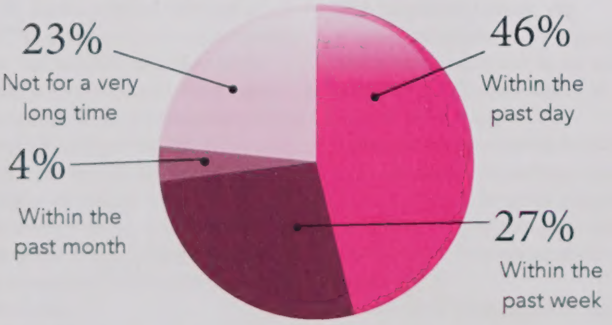
SEE MORE ON PAGE 6

Unsung Hero: IDG Training and Development's Carolyn Yanuskiewicz is this week's profilee.

SEE MORE ON PAGE 8

Question of the week results

Not including the phone on your desk at work, when is the last time you used a landline?



Log on to www.idgcentral.com to vote on this week's question:

How many times have you bought a coupon from a "deal of the day" website like Groupon?

CLICK HERE

IDG Sweden hosts CIO Trend event

Earlier this month some 130 CIOs and other guests gathered at the Munich Brewery in Stockholm for a full day of camaraderie and IT/business insights. A one-time working brewery, the venue has served as a popular conference and event space since the 1970s.

SEE MORE ON PAGE 2

Sweden's CIO Trend event features highlights of IT investment survey

IDG Sweden's annual CIO Trend is a much-anticipated event that brings together CIOs for a full day of camaraderie and IT/business insights.

On Feb. 6, some 130 guests gathered at a Stockholm restaurant to learn about and discuss the results of the CIO Progress Report 2013.

The report is based on a CIO Sweden-sponsored survey in which the country's most important decision makers reveal their IT budgets and sourcing strategies, investment plans for the year and which business areas will have highest priority.

Several trend analysts representing local companies were among the featured speakers, as well as a panel composed of the five finalists of the CIO of the Year awards program, held each December.

CIO Executive Club members attended at no costs; other guests paid an average of $280.

Write to CIO Sweden Marketing Manager Caroline Askheim. ■

CIO Sweden's acting editor-in-chief ***Ulrika Sandhill****, who moderated the program, welcomes attendees.*

(L-R): CIO Sweden Marketing Manager ***Caroline Askheim*** *and Event Project Leader* ***Lovisa Brorson*** *collaborated to organize CIO Trend.*

IDG Czech Republic's Channel Awards program gets IDC assist

IDG Czech Republic honored the winners of its annual ChannelWorld Awards program during a reception supported by two sponsors last month in Prague. Prior to the event, 751 representatives from 615 companies in the Czech Republic and Slovakia completed a questionnaire that ran on ChannelWorld.cz from Sept. 10, 2012, to Jan. 31, 2013, to determine the winners.

For the first time, IDC collaborated with IDG Czech Republic for the survey. IDC reviewed the methodology used and verified the accuracy of the results. **Jan Siroky**, VP/Consulting, CEMA Region and regional director, Central Europe, IDC CEMA; and **Dana Vanickova**, conference director, IDC CEMA were the key people involved.

"We value our cooperation with IDC and believe that the professional verification they provided adds even more weight to the results of the country's oldest survey of distributors and vendors," said **Jan Mazal**, editor-in-chief, ChannelWorld.

L-R: Petr Vanek, business director, AT Computers, accepts the award for Broadline Distributor of the Year 2012 from ***Jan Mazal****, editor-in-chief, ChannelWorld.*

IDG Czech Republic bought the trademark to the IT Distributors of the Year survey last year from the now-closed Computer Business magazine, which began the survey in 2006. For the third consecutive year IDG also evaluated Vendors of the Year.

Executives of ICT and consumer electronics resellers, service providers and vendors voted for the best ICT distribution companies in three categories: broadline distributor and value-added distributor in the Czech Republic and Slovakia and specialized distributor in the Czech Republic. In addition, non-executive representatives of resellers, service providers and distributors cast votes for Vendor of the Year in nine product categories, including two new ones — mobility vendor and server/storage vendor — in a nod to the increasingly high-profile place mobile and big data have in the IT world, said IDG Czech Republic Managing Director **Jana Pelikanova**.

Write to Jan Mazal. ■

Mobile Hub conference call will focus on mobile advertising, call open to all

Anyone with an interest in mobile advertising is invited to join the IDG Mobile Hub's first conference call in its new monthly Mobile Discussion Series this Thursday, Feb. 28 at 11 a.m. EST. Hosted by **Karsten Linde**, director of mobile business at IDG Business Media, and **Anton Eder,** director, Sales Operations Group, the agenda for the one-hour call includes:

- Best Practice Insights regarding mobile advertising at IDG Germany.
- General overview of Mobile Advertising@IDG. An overview of mobile advertising that will address various areas including standard ad selling, rich media ads, sponsored areas, etc.
- Sales enablement. This part of the discussion will focus on preparing IDG sales teams to sell mobile effectively.
- Evaluation of external marketing companies for selling remnant inventory. Realistic insights on steps and pitfalls when selling mobile inventory via an external marketer.
- Additional monetization opportunities.

Originally launched in 2010, the IDG Mobile Hub is a global peer-to-peer exchange designed to facilitate the sharing of best practices and new product ideas related to mobile. The Mobile Hub, which has a community group on IDG Central, is open to any IDG employee with an interest in IDG's mobile activities.

The group is led by a steering committee composed of:

- Laurie Butson, director, IDG Training and Development
- Christina Carstensen, director, mobile strategy, IDG Global Solutions, EMEA
- Anders Engstrom, mobile project manager, IDG Sweden
- Scot Finnie, editor-in-chief, Computerworld, IDG Enterprise
- Karsten Linde, director of mobile business, IDG Business Media
- Lauren Wakefield, project manager, IDG Consumer & SMB

Information about how to join the conference call is available on the Mobile Hub's community group on IDG Central.

To join the Mobile Hub community group on IDG Central go to the People tab and click on Community Groups. ■

OneonOne

Pete Longo and Brian Gleason

IDG TechNetwork and IDG Consumer & SMB

Pete Longo, CEO of IDG TechNetwork and IDG CSMB (right), and Brian Gleason, chief revenue officer of IDG TechNetwork and IDG CSMB, are this week's columnists. Reach them at peter_longo@idgsn.com and brian_gleason@idgtechnet.com.

> "In September, we launched TechHive, which is a bold move for the brands as it gives us a very strong presence in the digital lifestyle space, and we've seen great acceptance within the ad community."

Q Late last year, you were named CEO of IDG Consumer & SMB and the senior management team of the TechNetwork was merged with that of IDG CSMB. In announcing the move, IDG Communications CEO Bob Carrigan referenced the benefits that would accrue to CSMB from a business-side collaboration with TechNetwork. Obviously it's still early days, but can you talk a bit about what this collaboration might look like going forward?

Longo: Over the last three months since we've merged, we have been focusing on the management teams and finding the mutual benefits between both groups. The first internal merger was the operations groups. **Vince Banks** [VP, media strategy] from the TechNetwork is now running both groups and working with **Nick Stanley** [manager, digital operations, IDG CSMB], and they have done a fantastic job of focusing on areas where we could benefit from this partnership. We found a great opportunity with inventory, and the team introduced audience targeting using data and contextual segments that allows a much greater ability to optimize campaigns. The ops group is also working on audience development to ensure we are building traffic within the appropriate content channels.

Ferdinand David [VP, business intelligence] from the TechNetwork has been tasked with merging our backend finance group and is in the process of building out a CSMB team to complement the one that exists at the TechNetwork. One of the first initiatives will be launching SalesForce.com to allow for easier tracking and improvised business intelligence across groups. The product teams have also found a few areas where collaboration can certainly enhance our client offerings. We are exploring a performance marketplace that will offer amazing programs for clients looking for CPA (cost per action) and CPD (cost per download) programs.

Jason Snell [SVP, editorial director, IDG CSMB] and his team have done a fantastic job with the redesign of both Macworld and PCWorld along with the launch of TechHive. We have seen a surge in video on all three sites with our team producing nearly 90 videos at CES. With three distinct voices and our new responsive design platform we have seen some amazing performance metrics for our clients. Following the redesign we have seen the performance of run-of-site ads jump nearly 80%.

Q How are you facing the challenges of the print market today?

Longo: We are all aware of the challenges in the marketplace today regarding print, and our brands are no different. But our philosophy at CSMB and the TechNetwork, as well as at IDG across the board, is to always manage print for profit.

The exciting news is really happening on the digital front. In September, we launched TechHive, which is a bold move for the brands as it gives us a very strong presence in the digital lifestyle space, and we've seen great acceptance within the ad community. The team just secured two major non-endemic wins with Ford and Pfizer. We also saw our larger advertisers like Dell, HP and IBM come back to the space. In general, consumer-focused technology brands have been moving from tech content and concentrating on lifestyle-focused content hubs. By adding a lifestyle outlet for these larger advertisers, IDG has made a key play in bringing them back within our portfolio.

Q Can you talk a bit about plans to allow CSMB to participate in a real-time bidding (RTB) private exchange?

Gleason: Programmatic has tremendous growth and we see more and more of our clients wanting to buy in this capacity. The category growth for RTB ranges from 60% to 70%, so it's definitely an area where we need to participate. We launched Tech Media Exchange with the IDG TechNetwork roughly a year ago and have had excellent success. **Sean Buckley** [group director of business development] and his team have made tremendous progress with it, and we now have relationships with the top trading desks from every major holding company.

Our experience over the past year gives us the insight on the best process to lead our CSMB brands into the programmatic environment. We will begin by allowing our top clients a private seat on our exchange. This will allow us to set a floor (minimum CPM) for each brand and to maintain control over our advertiser relationships. It will also allow our advertisers to utilize our data (TechSignals) on our inventory programmatically. This is an extremely powerful combination that provides scale and first-party data within an environment that provides the efficiencies of real time buying.

continued on page 7

IDG Communications' U.S. digital sales professionals pursuing IAB certification

By the end of 2013, all of IDG's U.S. digital media sales representatives will not only be among the industry's most knowledgeable sales professionals, they'll have the certification to prove it.

Last October the IAB launched a unique program that establishes a new standard for digital salespeople: the IAB Digital Media Sales Certification program. The certification is designed to raise the level of professionalism in the industry by allowing salespeople to demonstrate their knowledge of the most important concepts, guidelines and best practices in interactive advertising.

Calling this "an important initiative for our industry," IDG Communications CEO **Bob Carrigan** is encouraging 100% participation among IDG's U.S. digital sales force by the end of the calendar year. "It's good for IDG to take a leadership position on this effort, and it will help our sales teams be an even bigger force to be reckoned with," he said. "This is a rare opportunity to provide a highly targeted training/certification program for our sales teams. In most industries, professionals must take classes and exams to keep up with their respective fields. We have not had this in our industry until now."

The certification exam consists of 100 multiple-choice questions and will take up to 90 minutes to complete. Certification is valid for two years, with a soon-to-be specified amount of continuing education required to recertify after two years. The exam cover four basic areas:

- Comprehending the digital advertising ecosystem
- Selling digital media
- Managing digital advertising campaigns
- Analyzing campaign performance

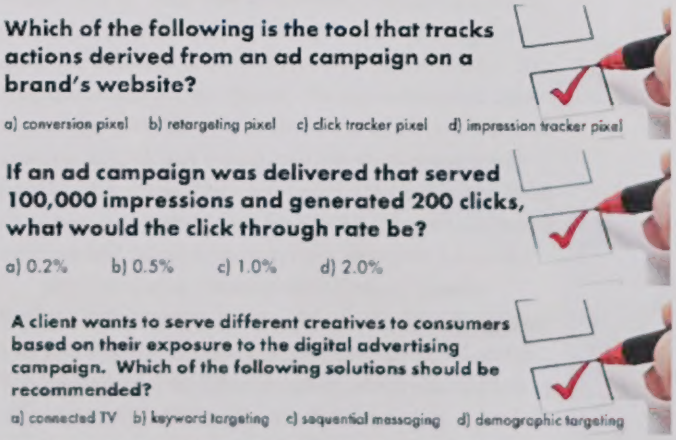
Sales professionals who have completed the certification are quick to point out the benefits. "Studying for the IAB Sales Certification test exposed me to areas of online media that I hadn't previously had experience in via B2B media," said **Michelle Sullivan**, account director, digital, ITworld. "I feel it also sharpened and reinvigorated my existing knowledge base and has made me a more rounded resource for my clients in that I can understand the context where IDGE's product set fits into their overall media plan. Since the Internet has grown up somewhat organically and is still in many ways in its infancy it is reassuring to know that my knowledge is up to the only standard out there."

"Looking past the fact that I had to revert back to some old school study methods to prepare for the exam, the opportunity to participate in the certification process has certainly increased my knowledge of the digital media space as a whole," noted **Melissa Rocco**, online sales director, Network World. "Exam preparation included not only expertise in digital ad formats and platforms, but also knowledge of privacy policies, compliance standards and operational best practices. Requiring this skill set to pass the exam ensures that salespeople can be valuable mentors to clients — more consultative — raising the bar on what we can offer."

> "Since the Internet has grown up somewhat organically and is still in many ways in its infancy it is reassuring to know that my knowledge is up to the only standard out there."
>
> *Michelle Sullivan, account director, digital, ITworld*

The IAB is forecasting that 2,000 salespeople will sign up for the certification in 2013, Carrigan said. "When you consider the incredible technology shifts that are affecting the media sales space, it's no wonder that this educational program from IAB is in high demand."

More information about the certification program is available here or contact IDG Communications SVP Human Resources Piper Sheer. ■



Which of the following is the tool that tracks actions derived from an ad campaign on a brand's website?

a) conversion pixel b) retargeting pixel c) click tracker pixel d) impression tracker pixel

If an ad campaign was delivered that served 100,000 impressions and generated 200 clicks, what would the click through rate be?

a) 0.2% b) 0.5% c) 1.0% d) 2.0%

A client wants to serve different creatives to consumers based on their exposure to the digital advertising campaign. Which of the following solutions should be recommended?

a) connected TV b) keyword targeting c) sequential messaging d) demographic targeting

Sample questions from the IAB Digital Media Sales Certification exam.

Employees gain deeper understanding of IDG at MMI

What's the No. 1 management lesson IDG Communications CEO Bob Carrigan learned from a mentor?

How much of IDG Communications' U.S. revenue came from online business in FY12?

Which came first: Computerworld or IDC?

Who is IDG's biggest competitor in the events space?

What is the target date for all of IDG's U.S. media brands to be on the same open source IDG Media Platform?

If you were one of 19 IDG employees in attendance at this month's IDG Media Management Institute, you know the answers to these questions. (If you weren't, you can find the answers at the end of this article.)

IDG's commitment to invest in its employees through training (Corporate Value No. 3) was on full display Feb. 12-14 as employees representing 10 business units — including two from outside the U.S. — descended upon IDG's corporate headquarters in Boston to learn more about IDG's scope of business as well as its strategic priorities.

The Media Management Institute is one of five corporate training programs (along with the Global Media Institute, the Management Excellence Program, the IDG Professional and IDG Compass) offered by IDG's Corporate Training & Development group. Presented annually (along with a European Media Management Institute) MMI aims to help participants gain a better understanding of the breadth of IDG's business activities as well as the trends affecting its business priorities.

The jam-packed agenda featured 17 IDG business leaders and senior managers who offered their insights into various IDG business functions including mobile, social media, online advertising, strategic communications and PR, events, technology at IDG, the role of the business unit leader, finance and forecasting at IDG and editorial initiatives as well as specific business units including IDG TechNetwork, IDG Global Solutions, IDG Research and IDC. IDG Communications CEO **Bob Carrigan** hosted a very well-received question and answer session and joined attendees — along with a number of other senior IDG executives — at a welcome dinner on the program's first night.

On the final day, participants, who had been divided into three teams, presented the results of a case study they had worked on in which they were asked to review a media publishing company similar to IDG and develop their best idea for a profitable new product.

Participants in this year's MMI gather on the stairs at IDG's corporate headquarters. Front row (bottom right): ***Neil Dhanowa****, IDG Enterprise;* ***Daniella Krieger****, IDG TechNetwork;* ***Adam DeMattia****, IDG Research Services; and* ***Ryan Lincoln****, IDG Global Solutions. Front row (l-r):* ***Erika Karr,*** *IDG Enterprise;* ***Randall Grilli****, IDG CSMB;* ***Matt Anderson****, IDG TechNetwork;* ***Matt Kim****, IDG Korea;* ***Matt McKinnon****, IDG Connect;* ***Ellen Cobb****, IDG CSMB;* ***Rob Rebecchi****, IDG;* ***Penny Winn****, IDG International Publshing Services;* ***Ryan Friedman****, IDG Global Solutions;* ***Chris Asher****, IDG Global Solutions;* ***Juan Carlos Perez****, IDG News Service;* ***Anna Randag****, IDG Global Solutions;* ***Rich Hartman****, IDG Enterprise;* ***Dan Moren****, IDG CSMB; and* ***Christer Pettersson****, IDG Sweden.*

"Attending MMI was very rewarding and inspirational," said **Christer Pettersson**, marketing manager, B2C, IDG Sweden. "Not only did we learn a lot about the company and the way IDG is organized and run, we also met a lot of skilled colleagues and got a lot of new thoughts and insights to bring back home. I was especially pleased to learn new things and discuss a lot around the intersection of online business and tech development, an area I feel very passionate about."

"The MMI gave me a look into how truly global in nature IDG is," said **Neil Dhanowa**, integrated account director, Computerworld. "It's eye opening to look at all of the business units and types of businesses we are involved in around the globe. The opportunity to be a part of the MMI not only showed me all of the different avenues at IDG, but introduced me to so many other people who shared their roles within the company. Who knew we were responsible for the E3 event or partnered with the BET [Black Entertainment Television] Awards!"

IDG Training & Development Director **Laurie Butson**, IDG Director, Human Resources **Sara Scogland** and IDG Training & Development Coordinator **Carolyn Yanuskiewicz** hosted the program, which was held at corporate headquarters for the first time.

For more information, contact Laurie Butson. ■

Answers: "Bring me solutions, not problems." 66%; IDC in 1964; vendors (our customers); 18 months.

noteworthypeople

Promotions

D'Amato

Network World VP, Publisher **Andrea D'Amato** will be joining **IDG Global Solutions** in early March as VP, Americas based in Framingham, Mass. "[IGS CEO] **Matt Yorke** and I are absolutely delighted that Andrea is joining the team," said IGS Managing Director **Kumaran Ramanathan**. "Andrea brings with her considerable leadership experience, publishing expertise and a consistent track record of sales excellence that fits our requirements perfectly. Andrea has been with IDG for 17 years, during which time she has gained experience in all areas of integrated media and is a habitual overachiever in both her top-line and bottom-line objectives. Andrea leads from the front and is an active speaker at industry events as well as conducting a high volume of client meetings such as Brocade, Cisco, Citrix, Juniper and HP." adamato@nww.com

Latchford

IDG Global Solutions Senior Director, International Sales **Michael Latchford** is now VP, Alliance Programs with **IDG Enterprise**. "Michael is a welcome addition to the IDG Enterprise team, leading our Alliance Advisory Services," said **Bob Melk**, SVP, group publisher and CMO, IDG Enterprise. "Michael has spent his career leading and educating digital sales teams and that experience combined with his social, mobile and events expertise will prove to be a tremendous resource for our Alliance clients." mlatchford@idgenterprise.com

IDC Philippines Senior Research Editor **Mylene Buensuceso** has been promoted to associate publishing manager for the Asia/Pacific Publishing Services and Technologies (PS&T) group, with a focus on China. "In her new role, her main function will be to oversee the China PS&T team, including its pool of independent contractors, to ensure smooth publication workflow and on-time publication of China documents," said **Christelke Agapito**, IDC Philippines international publishing manager. "With Mylene's solid background in publishing, eight years of experience in AP PS&T, highly commendable work ethics and leadership qualities, I have no doubt that she's the perfect person for this role." mbuensuceso@idc.com

Krystal Krizanovic, **IDC Australia** marketing coordinator, has been promoted to senior marketing executive. "Over the past 18 months Krystal has stepped up from marketing coordinator and has been working in a more senior position as IDC Australia events manager for 12 months covering a maternity leave," said **Gary Clarke**, IDC Australia country manager. "Since resuming her role she has kept the CIO Summits in her portfolio. Krystal has worked hard at ongoing development with event management as well as maintaining her old position. She has won a number of awards over the past 18 months for her excellence in customer service and client retention." kkrizanovic@idc.com

Also at **IDC Australia**, Telecommunications Senior Market Analyst **Siow Meng Soh**, has been promoted to research manager, Telecom. "Siow Meng has been instrumental in generating growth in the telecom business and exceeding the FY12 financial targets," Clarke said. "He has managed the complexities of the key accounts on a day-to-day basis and taken on the role of managing the Enterprise Mobility CIS program including strategic public speaking engagements. Siow Meng has been an excellent fit in the IDC culture of collaboration both in Australia and in AP." smsoh@idc.com

IDC Australia Office Administrator **Nisha Vaswani** is now administrative executive. "Nisha has been with IDC Australia for close to two years in the administration role and also assists the Finance team on a regular basis," Clarke said. "She uses her own devices to get the job done and ensures all tasks are completed the first time on time. She always looks for ways to save costs for travel and accommodation. Nisha always looks after our customers and guests to ensure they are treated to high service levels at the IDC office." nvaswani@idc.com

IDC Singapore Market Analyst **Kiranjeet Kaur** has been promoted to senior market analyst. "She will become more involved in the running of the quarterly Mobile Phone Tracker, where she has already become a key pillar in its timely delivery against tightening deadlines," said **Melissa Chau**, IDC Singapore senior research manager. "She is always looking to improve our research quality, showing initiative in improving our processes and leading the work on add-ons like installed base. A team player, Kiran has, and continues to be, instrumental in mentoring and guiding our India team during a challenging transition period." kkaur@idc.com

New employees

Gamboji

Angela Gambogi joins **Network World**'s San Francisco office as an account coordinator. Previously a communications manager with Emergency Medicine Scribe Systems, she holds a B.A. in communications studies with a minor in film from UCLA. Angela enjoys yoga, exploring new restaurants and bars and travel. "I've been to Europe, Brazil and Thailand and am hoping to make Peru my next travel stop." agambogi@nww.com

Beach speaks at DellWorld

(L-R): Former President Bill Clinton and CIO Publisher Emeritus ***Gary Beach****.*

CIO Publisher Emeritus **Gary Beach** spoke at two conference sessions at the most recent DellWorld in Austin, Texas, and had the opportunity to meet former U.S. President Bill Clinton, who delivered a keynote address. The annual Dell event brings together industry visionaries and top technology professionals for conversations about IT solutions to business issues.

Beach spoke at a session on "The IT Challenge: Strategic Alignment with the C-Suite." "CIOs used to have a choice: either build IT strategies that focused on cutting costs and running IT more efficiently, or leverage IT investments to drive the top line and create a culture of innovation at the company," he said. "They no longer have a choice; they must do both to drive the business forward." Beach also moderated a keynote panel of five CIOs.

Clinton spoke about the power of technology and the positive changes and opportunities it brings to the world daily.

Write to Gary Beach.

continued from page 3

One on One

Q What are Blue Kai tags, and why are you implementing them?

Longo: Data offers a tremendous amount of growth in the market today. We are seeing more and more advertisers asking about an increased level of depth on the data on our audience. We are going to provide it to them through our TechSignals product. The Blue Kai tags are part of TechSignals, a product developed by the TechNetwork, which we are currently in the process of building out for our CSMB brands.

Blue Kai tags are part of our effort to build the largest technology-focused first-party proprietary data pool in the market. It combines first-party data from each one of the brands. An example of Blue Kai tags is if someone goes to Macworld and downloads a certain asset and then goes to PCWorld and views a video on the same product, we build out a knowledge pool on who that user is and what that profile looks like. This provides incredible intelligence for our customers and allows them to target their clients throughout the buying process with very little waste.

Q Are there benefits that accrue to IDG TechNetwork as a result of its closer association with IDG CSMB?

Gleason: Absolutely. The market right now is either site-focused or audience-focused, and we are in the unique position to offer both avenues to our clients. We have three of the most trusted and vibrant technology sites in the marketplace — TechHive, PCWorld and Macworld — that offer three distinct voices to the most influential audience in the marketplace: the influencers and the early adopters. With the TechNetwork, we add scale of nearly 1.2 billion impressions and more than130 million unique visitors per month to that offering.

So when we go out to our clients, we can talk about our audience that's larger than CNET's, with more powerful brands and packages that we can scale across a network of over 500 sites.

Q What, if any, collaborative efforts are under way between the TechNetwork and other IDG business units?

Gleason: As I spoke about earlier, we are currently rolling out TechSignals between our CSMB and TechNetwork brands, and we are also working with the IDG Enterprise group to leverage TechSignals as well. We have an initiative with the Content Works group in CSMB to take their custom editorial and native advertising and combine it with TechMediaLab's (TML is the creative and custom solutions lab within the TechNetwork) products for distribution and creative design. That synergy gives us centers of gravity both in the design world and the content world, which is a powerful combination.

We also continue to have a phenomenal relationship with IDG Global Solutions in taking our messaging and products on a global scale.

Overall, collaboration has been great for us. The fact that we now have three great brands with the ability to create scale in the marketplace is amazing. We have a standard IO (insertion order) business, a data platform and a programmatic platform. We have the largest and most robust technology offering in the marketplace. We allow our clients to buy in any different capacity, and we offer them the ability to engage on multiple platforms — whether in video, mobile, display, custom content — and we can do it in scale.

Our offers bring a phenomenal impact to the market. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

49

Patrick McGovern *IDG*

23

Patricia Smith *IDG Int'l Publishing Services*

22

Reinhard Prasse *IDG Germany*

21

Andrews Lotsson *IDG Sweden*

20

Donnie White *IT World Canada*

19

Jens Stark *IDG Switzerland*
Lisa Nilsson *IDG Sweden*
Stefan Kaczmarek *IDG Poland*

18

Hans Christiansen *IDG Denmark*

16

Chris Jarmul *IDC*

15

Bronwen Cleary *IDC*

13

Hansjörg Honneger *IDG Switzerland*
Lina Vikman *IDG Sweden*
Jesper Landén *IDG Sweden*
Kevin Capalbo *IDC*
Maarten van Hage *IDG Netherlands*
Rick Val *IDG Netherlands*

12

Sabine Anegg *IDG Germany*

9

Anna Ekström *IDG Sweden*

8

Edite Lopes da Silveira *IDC Brazil*
Katja Staffetius *IDG Germany*

7

Diana Gill *IDC U.K.*
Kim Stensdal *IDG Denmark*
David Gradijan *IDG Enterprise*
Peter Holzinger *IDG Germany*
Sebastian Wörle *IDG Germany*

6

Eiko Furumoto *IDC Japan*
Brad McBride *IT World Canada*
Dave Webb *IT World Canada*
Howard Solomon *IT World Canada*
Paolo Del Nibletto *IT World Canada*
Penny Gianniotis *IT World Canada*
Jean Francois Ferland *IT World Canada*

5

Michael Hermann *IDG Switzerland*
Nancy Le *IDG Australia*
Samuel Carvalho *IDC Brazil*
Ludwik Krakowiak *IDG Poland*
Ilona Dudek *IDG Poland*

4

Diego Valer *IDC Peru*
Rodrigo Correa Pedro *Now!Digital Business*

3

Peter Wiklund *IDG Sweden*
Yuko Tominaga *IDC Japan*
Marcin Kitlas *IDG Poland*
Christina Jansen *IDG Denmark*
Daniel Mortensen *IDG Denmark*
Abbey Weintraub *IDG Enterprise*
Nicolas Zeitler *IDG Germany*

2

Alice Happ *IDG Sweden*
Pingis Hadenius *IDG Sweden*
David McNally *IDC*
Kim van Arendonk *IDG Netherlands*
Emke Slijkerman *IDG Netherlands*
Thais de Lima Melo *IDC Brazil*
Briony Rowe *IDG Global Solutions*
Brooke Suslak *IDG Enterprise*
Michael Gormley *IDG Enterprise*

1

Thomas Norrman *IDG Sweden*
Tim Tang *IDC Canada*
Luiz Felipe Marques *IDC Brazil*
Yuji Takei *IDG Japan*
Thomas Rotter *IDG Germany*
Franziska Pfaffenberger *IDG Germany*
Bianca Aumeyer *IDG Germany*

unsunghero

Carolyn Yanuskiewicz

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thanksto

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Karsten Linde *IDG Germany*
Pete Longo *IDG TechNetwork and IDG CSMB*
Jan Mazel *IDG Czech Republic*
Piper Sheer *IDG*
Carolyn Yanuskiewicz *IDG*

*IDG Training and Development Director **Laurie Butson** named Training and Development Coordinator **Carolyn Yanuskiewicz** her team's Unsung Hero, saying, "Carolyn is an absolute rock star! She is the glue that holds so much of what we do and offer through IDG Training together. She is one of the most detail-oriented people I have ever met. She juggles multiple projects and priorities with absolute ease, calm and professionalism. She is always smiling and always willing to jump in and help with any project. I feel so lucky to have the privilege to work with her each day."*

Home Franklin, Mass.

Primary responsibilities I'm responsible for the coordination of IDG's corporate programs and training classes. Some responsibilities include creating the IDG training brochure, supporting internal and external instructors, tracking course enrollments, promoting training classes through various marketing messages, assigning Lynda.com licenses and assisting in the delivery of IDG's annual Employee Opinion Survey.

What I love most about my job My colleagues are extremely supportive and encouraging and are a huge reason why I look forward to coming to work. I love having the opportunity to meet so many different people, whether it be at a corporate program or a training class. I love how much variety there is with this job.

A hot-button issue that I'm dealing at work I'm extremely excited to learn more about the new video conferencing system that has been installed in various IDG offices. I cannot wait to see how we can utilize the equipment to improve our webinars and live meetings.

Latest accomplishment We just wrapped up the IDG Media Management Institute. Although we typically hold this program at the Babson College Executive Conference Center in Wellesley, Mass., we decided to do something totally different this time and moved the program to IDG headquarters at One Exeter Plaza in Boston. It was a great learning experience and was a great success. I look forward to holding more programs there in the future.

***Carolyn Yanuskiewicz** joined IDG in January, 2012.*

Career highlights Being involved in the launch of IDG's newest corporate program, IDG Compass. I also absolutely loved helping out at the 2012 Global Product Line Meeting. Seeing the love and enthusiasm everyone has for this company was extremely refreshing.

What I'm doing to help created better programs I enjoy reading the class evaluations after each training class, as well as the evaluations we distribute at each corporate program. It's great to read everyone's thoughts and suggestions, as the feedback helps us determine how we can improve upon our offerings.

Interests outside the office Making trips to Fairfield, Conn., to visit my college friends, going out in Boston, shopping and baking.

What others can't tell just by looking at me I am a huge dog lover and have an unhealthy obsession with Dunkin Donuts iced coffees, Frank's RedHot Sauce and my new SUV.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDG World Update

EMPLOYEE NEWS AND INFORMATION

18 FEBRUARY 2013 | VOLUME 43, NUMBER 7 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NEWS - *page 4-5* | NOTEWORTHY - *page 6* | UNSUNG HERO - *page 8*

Macworld/iWorld showcases Apple-related creativity

As evidenced by this month's Macworld/iWorld Expo in San Francisco Apple consumers cannot get enough of anything Apple-related. An estimated 25,000 people came to Moscone Convention Center over three days to see Apple-related products, apps and tools from nearly 300 exhibitors and sponsors (more than 40% of which were appearing at the event for the first time) and attend nearly 60 lectures, demonstrations and talks by industry experts and celebrities.

*Macworld magazine Senior Writer **Lex Friedman** (left) and Senior Editor **Dan Moren** took to the main stage to talk about The Best Overlooked Features of iOS 6.*

"Nowhere else in the world, and at no other time of the year, will you find a larger concentration of Apple fans exploring all the latest products and celebrating all the ways that technology impacts, informs and inspires us, " said **Paul Kent**, vice president and general manager of Macworld/iWorld. "From technorati to consumers to Hollywood stars who use Apple technology in their personal and professional lives, Macworld/iWorld brings together enthusiasts from all walks of life. In our 29th year of hosting the event, we have never been more excited about presenting all the ways that Apple and Apple-related products are changing the creative and technological landscape — a phenomenon that was on full display at Macworld/iWorld."

The show rebranded itself as "Macworld/iWorld The Ultimate Fan Event" last year and put a greater emphasis on how technology and creative passion are continually intersecting. "This has been showcased through our content initiatives and our exhibitors showcasing both hardware and software solutions for the iOS

continued on page 4

Also inside

- IDC Asia/Pacific holds Top 10 Predictions briefings
- IDG Sweden employee spends a week with WEC team
- One on one: CITEworld Editorial Director Matt Rosoff
- 501 2nd Street office hosts international visitors
- IDG Employee survey goes live March 6

IDC CCR in Bangalore celebrates employee talents and achievements on Annual Day.

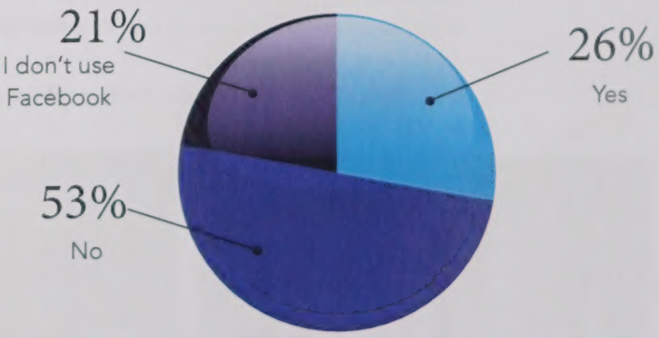
SEE MORE ON PAGE 7

IDC MEA Associate VP/Conferences Ronita Bhattacharjee is this week's Unsung Hero.

SEE MORE ON PAGE 8

Question of the week results

Results from a Pew Research survey show many people are taking a break from Facebook. Are you?



Log on to www.idgcentral.com to vote on this week's question:

When did you last use a landline phone?

CLICK HERE

DC Asia/Pacific Top 10 Predictions briefings brings crowds to 10 cities

IDC Asia/Pacific recently concluded a 10-city run of its annual Top Ten Predictions event with an agenda focused on the market and business and technology trends that will affect companies most directly in 2013. Building on the overall IDC prediction that the market will transition to the "3rd Platform" built on the four pillars of mobile computing, cloud services, social networking and big data analytics technologies, IDC A/P expects its region to shift into higher gear as the industry accelerates past the exploration phase and into full-blown, hypercompetition.

A near perfect storm is brewing, according to **Sandra Ng**, group VP, Practice, IDC Asia/Pacific. "Growth is slowing down, customers are demanding everything faster and cheaper, and more players are flocking to an already crowded market as companies seek growth outside their traditional markets. The result is a need to redefine nearly every aspect of the business to survive — from talent acquisition and retention, to customer satisfaction, to product planning and go-to-market strategy. A hypercompetitive firm must not only be in sync with the demands and trends in the market, it must anticipate and evolve with them," Ng said.

The briefings were held in 10 cities: Singapore, Sydney, Kuala Lumpur, Bangalore, Seoul, Jakarta, Taipei, Beijing, New Delhi and Shanghai. The briefings were so successful that in many cases, they were standing-room-only. More than 1,000 delegates across the region benefitted from the half-day events that focused on the four pillars of research, and more than 250 press mentions and multiple tweets brought IDC's messages to a global audience. Delegates commented that the presentations were detailed and well-supported with statistics and case studies.

Moving forward

In 2013, IDC A/P will continue to promote its comprehensive insights into the intersection and impact of emerging intelligent solutions while offering deep dives into each pillar, Ng said.

IDC Group VP, Practice, ***Sandra Ng*** *speaks to attendees at the Singapore briefing.*

In addition to the four pillars of research, IDC A/P is also conducting its sixth C-Suite Barometer study this year. "Together, they offer a compelling value proposition to assist IDC's vendor/service provider and end-user/buyer organization clients," Ng said.

With the C-Suite Barometer, IDC provides its C-level data and insights into the intersection of ICT and business/industry processes. For the study, IDC A/P contacts some of the Asia/Pacific region's top business leaders to understand their biggest concerns and priorities as well as their ability to nurture, develop and execute innovative optimization/transformation.

> The briefings were held in 10 cities and were so successful that in many cases, they were standing room only.

Ng said she is confident that as the 3rd Platform comes together in an unprecedented way to create entirely new business value solutions and change the ICT playing field, IDC A/P can provide data, insights, research and go-to-market services to its customers.

For more information, contact Sandra Ng. ■

More than 1,000 attendees turned out for the IDC A/P Predictions events which were held in 10 cities including above, left to right: China, Malaysia and India.

OneonOne

Matt Rosoff

CITEworld

The editorial director of CITEworld, an IDG Enterprise brand, is this week's columnist. Reach him at mrosoff@citeworld.com.

"By maintaining a clear focus and framing stories in a very specific way around the issue of consumerization, I believe we can continue building our strong and devoted audience."

Q What is CITEworld's mission?

A CITEworld covers the rise of consumer products (e.g., mobile devices) and techniques (e.g., social collaboration) in the enterprise. Over the last few years, the consumer technology market has been evolving more quickly than the enterprise market, and workers increasingly expect to have an equivalent or better experience at work as they do with their own personal technology.

The most obvious example of this is the rise of smartphones and tablets in the workplace — at first, workers (or executives) brought them into work and told IT "make this work." Over time, enterprises started considering them as real replacements for the technology they used to depend on. That's a huge historic shift on the client side. Five years ago, Windows was the only client platform that most enterprises had to consider, with Macs, BlackBerries and some other mobile platforms as edge cases. Now, iOS and Android are becoming a real presence.

In addition to covering products, we also cover new-breed enterprise startups that are disrupting traditional vendors using techniques from the consumer world, like mobile-first design, cloud-based storage and social collaboration. Again, the idea is that consumers are used to frictionless online services that work from any device with an Internet connection.

There are dozens of venture-funded vendors that are trying to create equivalents for specific enterprise tasks, from HR and financials (Workday) to collaboration and file-storage (Box, Egnyte, Huddle) to social communication (Jive, Salesforce Chatter). There's a huge opportunity right now because the Silicon Valley venture community has shifted from pouring money into consumer startups and is really beginning to focus on the enterprise. We will be doing more coverage of these startups over the next year.

Q How have you been tweaking the editorial plan for CITEworld since the launch?

A We've found that news analysis and opinion pieces are among our most popular. For a new and relatively small site like ours, there's not much value in simply reporting "commodity" news stories that are being reported by every other tech publication. But there's great value in taking events or news and interpreting them through the lens of consumerization. We've also found that personal anecdotes about living with new technology that's not yet popular — like Windows Phone 8 and Chromebooks — have done quite well. These are less formal than the reviews that come out on the day a product launches but are instead meant to provide a little extra color or context — what is it really like to use this product as an end user?

Q What is your — and CITEworld's — relationship with CITE, the event? What role do you have with the event?

A I 'm working closely with [IDG Enterprise VP, Marketing& Content/Events] **Anne McCrory** and the events team to help them plan the agenda for the conference. CITEworld also has a series called Tales From The Cloud in which customers discuss their experiences with new products or techniques — like rolling out iPads or moving on-premise systems to the cloud. Some of the customers we interview for this series will appear at the conference. I'll be moderating at the show as well.

Q What are some of the challenges you're dealing with?

A The biggest challenge, by far, is standing out from the massive and growing amount of noise on the Internet. The tech publishing scene has exploded in the last five years, and we face tough competition from big publications, tech-focused blogs and individual bloggers every day. By maintaining a clear focus and framing stories in a very specific way around the issue of consumerization, I believe we can continue building our strong and devoted audience.

Since the CITEworld beta site launch in August, our traffic has increased by 400%. In the last two months we've gotten nice mentions on social media and inbound links from a lot of other publications.

Of course, we always appreciate help from other IDG publications in drawing attention to the site. I hope everybody will follow @CITEworld on Twitter and take a look at the home page from time to time, and if you see something you like, tell the world about it. ■

ntinued from page 1

acworld | iWorld

nd OS X platforms," Kent said.

This year the show sold out Appalooza, the space it had allocated for 100 app developers. There were more than 60 Tech Talks made up of practical how-to and tips-and-tricks presentations, full-day deep-dive workshops on mobile photography, e-book production and iOS development as well as panels highlighting how technology is used to further music performance, television production, filmmaking and much more.

On the crowded show floor attendees could check out and buy hardware, software, accessories and apps for the Mac, iPhone, iPad and iPod platforms. Products ranged from database and design software to stylized cases for Apple devices to audio equipment, and, on a playful note, a bow-and-arrow accessory that lets users clip an iPhone to a bow to play archery games.

Attendees of all ages enjoyed the Appalooza area, which featured 100 app developers.

Not only was there an iPhone Film Festival, showing films all shot with iPhones, but members of the Hollywood film community came to speak about how they use Apple products in their work. Actors Ashton Kutcher and Josh Gad talked about their experience playing Steve Jobs and Steve Wozniak, respectively, for the film "jOBS," Fred Armisen of "Saturday Night Live" and "Portlandia" discussed technology with Macworld magazine Senior Editor **Christopher Breen**, and musician and entrepreneur will.i.am and Intel futurist Brian David Johnson looked at the future of technology and creativity.

"That's all part of the charter of what Macworld is about," Kent said. "It's about talking to people about Apple products and helping them to discover how they can use technology to further creativity, productivity and innovation in their personal and professional endeavors."

IDG Consumer & SMB's Macworld magazine also made a strong showing at the event with editors and contributors chairing panels and workshops, liveblogging sessions and filing more than 60 stories to the Macworld site. The magazine's staff also scoured the show floor to come up with its nine Best of Show winners, among them Belkin's Thunderstorm, an iPad case with built-in quality speakers; Henge Dock's horizontal docking station; and Reallusion's CrazyTalk 7, a Mac animation software that makes it easy to generate three-dimensional videos of talking heads.

"Looking into the future, we're always looking for interesting things that are going on in the market," Kent said. "Macworld/iWorld is a mirror for what's going on in the larger Mac market. I think we can expect to see more great new products, more emphasis on the mobile lifestyle. That's really where our world is going, and that's the direction Macworld/iWorld is going in."

For more details go to the event site and information on Twitter, Facebook and LinkedIn. See photos here as well as a video with just a few of the event's highlights. Macworld/iWorld 2014 will take place Feb. 1-3 in San Francisco. For more information, contact Paul Kent. ■

Welcome signs

In the true spirit of IDG's Corporate Value No. 10 — "Let's try it!" — IDG World Expo and Macy's department store collaborated on a new brand-awareness concept in conjunction with Macworld/iWorld in San Francisco. Area residents and tourists walking by the historic building in Union Square, not far from the Moscone Center where the event was being held, saw bright static cling signs on the street-level windows saying "Macy's welcomes Macworld/iWorld."

macys
Macworld iWorld

Macy's allowed IDG World Expo to place signs in its windows that read, "Macy's welcomes Macworld/iWorld." It was the first time Macy's had partnered in this way with a conference or expo held in San Francisco.

This was the first time World Expo had used static cling signage to enhance the visibility of its own event, and it was also the first time Macy's parterned in this way with any conference or expo held in the city.

Among his responsibilities, **Stephen Galeotalanza**, senior manager for registration and housing at World Expo, oversaw the "Save in the City" program in which attendees show their badges at restaurants and stores and receive discounts of 10% to 40%.

Galeotalanza and the Macy's representative brainstormed other ways of working together, and the idea evolved during discussions about in-store signage. "The general manager of Macy's loved the idea, and they offered to produce the signs at no cost us," Galeotalanza said. "All of this happened within a week. It was a great way to give the Macworld/iWorld more brand awareness in a high-traffic area and bring in more attendees who may not have heard of the event."

Contact Stephen Galeotalanza.

Desire to learn insights from abroad brings Swedish employee to Macworld/iWorld

IDG Sweden Event Project Manager **Yasmin Tilles** made the most of a chance to trade snowy Stockholm for sunny San Francisco for a week earlier this month, helping the IDG World Expo team at Macworld/iWorld Expo.

"I believe we have a lot to learn from the ideas and work methods our colleagues have in other countries," Tilles said. Her opportunity was the result of a conversation between her manager, **Magnus Höij**, editor-in-chief of Internetworld magazine, and IDG World Expo VP/General Manager **Paul Kent** at last year's Global Product Line Meeting, in which the two discussed the prospects for an exchange of staff working on Macworld/iWorld and IDG Sweden's Webbdagarna ("Web Days") event. (**Jackie Mellen**, marketing manager for IDG World Expo, and **Caroline Keough**, event manager, IDG Enterprise, will travel to Sweden in March.)

Knowing of her interest in visiting another business unit, Höij put Tilles in touch with the Macworld/iWorld team She joined the Macworld/iWorld team's conference call a week before the event and then flew to California to work with them at San Francisco's Moscone Conference Center. "I was particularly interested in learning more about creating and working at big events with many delegates and exhibitors, so Macworld/iWorld was the perfect choice," she said.

Tilles said her goal was to assist the Macworld/iWorld team "with anything they needed help with so that I could get as many insights as possible. I was really interested in getting to know more about World Expo's organization and work methods and bring back ideas and knowledge for our event organization at IDG Sweden.

Prior to the event's opening Tilles helped the World Expo team with on-site preparations and sat in on all the team meetings. "I got to see how the expo hall, registration area and stages were built and organized," she said. Throughout the three days of the conference Tilles mostly helped **Kathleen Moran**, senior manager, Conferences and Programs, with the speaker lounge and other speaker-related assignments. She spent time on the show floor and listened to some of the talks and presentations. She also met IDG Chairman **Pat McGovern**, who was in San Francisco for the event.

"I really felt like a part of the team," Tilles said. "The World Expo members really took the time to help me, and I had several opportunities to talk with my co-workers about social media marketing, sponsorship packages, sales methods, planning and organization, mobile application.usage, preparations, on-site registration processes and speakers. The team members were helpful, and even though I had many questions, they never seemed to get tired of answering them."

"Yasmin was a joy to meet and to work with," said Moran. "Her professionalism and understanding of the events business made her an asset to our Macworld/iWorld team. No one even realized that she had just come overseas to participate in the event for the first time. She was never afraid to ask questions as she learned our vernacular and how the show operated, and was always willing to take on whatever task was presented. It was also interesting to learn about her business unit and the work that they do. I was happy to make a new friend, and she will always be considered part of our Macworld/iWorld team!"

Even though Macworld/iWorld is "noticeably larger" than IDG Sweden's events, Tilles said there were many similarities in the event teams' work methods and job assignments.

"It was very interesting, though, to see how the World Expo team arranged the logistics and handled the attendees, since they had 300 sponsors, thousands of attendees and a much larger venue than we typically see in Sweden. I was impressed by the way the team brought elements of art, music and design to the event. These types of activities are a big inspiration for us at IDG Sweden and something we also are aiming to do more of, mixing different elements to create a bigger, better and more thrilling experiences for our attendees."

***Kathleen Moran**, senior manager, Conferences and Programs, IDG World Expo (l) and IDG Sweden Event Project Manager **Yasmin Tilles** worked together on a variety of speaker-related assignments.*

During the week Tilles also found time to record two Webbdagarna live webinars, which were streamed before, during and after Macworld/iWorld — one with Paul Kent and another with a former IDG colleague who is now a freelance journalist.

"I brought back a lot of inspiration, connections and ideas to the event organization at IDG Sweden," Tilles said, "and, of course, new IDG friends. This exchange made me feel more like a global IDG employee, and an exchange is something I would recommend to anyone at IDG. I would love to visit more World Expo events, and I hope to see the team behind Macworld/iWorld again. And all of us at Internetworld and IDG Sweden look forward to welcoming two co-workers from the U.S. soon."

Contact Yasmin Tilles. ■

noteworthypeople

romotions

DC Malaysia Senior Marketing nd Events Executive **J.C. Ting** has been promoted to marketing and events manager, Malaysia. "J.C. has worked tirelessly to help deliver on a record number of both syndicated and marketing events in Kuala Lumpur as well as helping to launch key partnerships," said **Jason Gorud**, IDC Asia/Pacific VP, Marketing Program Group. "We continue to expect great growth from J.C. in the years to come." jcting@idc.com

IDC India Senior Market Analyst, PCs **Kiran Kumar** is now research manager. "Kiran has been a key member of the team since he joined IDC India and has driven the research and interaction with clients to a new level," said IDC India IT Services Director **Venu Reddy**. "His dedication to work and can-do attitude have a very positive impact on the team and broader organization. As part of the promotion, Kiran will be heading up the Client Devices team and providing direction to the analysts." kkumar@idc.com

Also at **IDC India**, Research Manager **Rahul Kanwar** has been promoted to senior research manager. "Rahul has been a key member of the team driving channel research and city level trackers for PC and Printer programs," Reddy said. "His passion for work and ability to drive the research program from both a delivery and sales support has enabled us to expand the city-level PC and Printer research over and beyond the Worldwide and Asia/Pacific trackers. Rahul will continue to drive the city-level trackers in close cooperation with the domain analysts to ensure that there is a strong focus on quality and stronger customer satisfaction levels." rkanwar@idc.com

Previously market analyst, Peripherals, **Mohit Raizada** is now senior research analyst. "Mohit has been a key member of the Printer team, working closely with the regional team and channel research teams," Reddy said. "His dedication to work and to the team continues to be a positive inspiration to his colleagues and the broader IDC India team. Mohit will continue to develop and grow the Printer practice with greater focus on customer and vendor engagement." mraizada@idc.com

At **IDC Singapore**, Research Manager, Client Devices **Melissa Chau** has been promoted to senior research manager in the A/P Client Devices team. "Melissa has been leading the very high-profile A/P Mobile Phone Tracker with the support of her team and is also nimble enough to work on CIS documents, Consulting projects and handle lots of media inquiries too," said **Bryan Ma**, IDC Singapore associate VP. "More importantly, she is very driven to improve things for the better good of IDC beyond her own team, such as processing phone/tablet/PC export data for other IDC regions, helping other A/P teams with their Ferda migrations, as well as the online Tracker menu/pricing tool initiative for sales." melissachau@idc.com

Handoko Andi, previously **IDC Malaysia** senior market analyst, has been promoted to research manager. "Andi's previous experience in IDC ASEAN/Indonesia have helped provide him a lot of context in coordinating the A/P PC Tracker's operations over the past couple of years, especially in helping to bridge the requirements and challenges of both IDC Worldwide and country teams in areas like whitebox PCs, the WW Central Forecast Model, City-Level PC Tracker methodologies and the migration to Ferda," Ma said. "One of Andi's best traits is his tremendously positive attitude; several members of the WW PC Tracker team as well as the A/P sales team also continue to praise Andi's efforts." ahandoko@idc.com

IDC India Senior Market Research Analyst **Naveen Hegde** is now research manager for Software, Asia/Pacific. "Naveen has been one of the key members of the Software team, leading the charge on security research and has been the front man in the continued collaboration and research with Worldwide on the a total security solutions front," said **Daphne Chung**, IDC Singapore associate research director A/P. "With his can-do attitude and his perseverance he has managed the delivery of key custom security projects very well, on top of his regional and country analyst duties. Naveen has also shown initiative in reaching out and developing relationships in his markets and is the winner of Next Gen Star and IDC CCR Excellence Awards for 2012 as well." nhegde@idc.com

Previously senior market research analyst with **IDC India**, **Ridhi Sawhney** is now research manager for Software. "Ridhi is another key member of the Software team, driving research on storage software, content management and the application development software markets," Chung said. "Ridhi has shown wonderful positive attitude, stepping up to the plate for projects and ad hoc work in order to meet client needs and deliverables beyond her traditional scope of work and is a winner of the A/P Spotlight award as well." rsawhney@idc.com

New employees

Siano

Kristin Siano joins **IDG Enterprise** as a digital account services specialist. She was previously a regional recruiter with Carter/Mackay and holds a B.A. in public relations from Hofstra University in Hempstead, N.Y. In her free time she enjoys swimming, skiing and travel ksiano@idgenterprise.com

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26
Mark Sullivan *IDC*

24
Lucy Chaudhuri *IDC U.K.*

20
Diane Hacker *IDG Consumer & SMB*

14
Ernesto Cordero *IDG Corporate Services Group*

13
Todd Hall *IDG Corporate Services Group*

12
Ryo Okawa *IDG Japan*
Laurie Horn *IDC*
Kirk Mitchener *IDC*

10
Sandra Harrington *IDC*

8
Adrian Black *IDG U.K.*
Giovanna Saba *IDC U.K.*
Ashley Gilliam *IDC*

7
Diego Anesini *IDC Brazil*

6
Erica Foster *IDG Communications*
Anna Lagercrantz *IDG Sweden*
Lisa Jacques *IDC*
Tucker Benjamin IV *IDC*
Jeffrey Janukowicz *IDC*

4
Michael Fletcher *PC Advisor*
Christoph Mayer *IDG Switzerland*

3
Ashley Starr *IDG Communications*
Angelica Lundin *IDG Sweden*
Suzanne Schlaadt *IDC*

2
John Binda *CXO Media*
Mikael Sjöström *IDG Sweden*
Alan Pereira *Now! Digital Business*
Yuji Yamaguchi *IDG Japan*
Tomohiko Imamura *IDG Japan*

1
Kristina Lindquist *IDG Sweden*
Jim Martin *PC Advisor*
Sarah Divan *IDG U.K.*
Kevin Bailey *IDC U.K.*

DC CCR holds annual staff celebration, awards night

(L-R): **Kandavel**; **Madhumita Dandapat**, senior business analyst; and **Priyanka Paramita** and **Vaibhav Saraf** of the BuyerPulse Deals Research performed a dance routine during the entertainment portion of the evening.

The IDC Center for Consultancy & Research's Annual Day is a spirited celebration of company achievements and employee talents. Last month at the Eagle Ridge Resort in Bangalore, India, the staff enjoyed a multi-faceted evening complete with skits, musical interludes, fine food and an awards presentation.

The IDC CCR Excellence Awards were given out to 10 employees based on their outstanding performance in 2012: **Aditi Mukherjee**, analyst, Buyer Pulse Deals Research, IDC U.S.; **Archana Sharma**, senior sales operations analyst, Shared Operations Center, IDC U.S.; **Bibi Yengkokpam**, senior editor, PS&T, IDC U.S.; **Dinesh Palaniswamy**, consultant, IDC U.K.; **Mahantesh Patil**, senior IT administrator, IDC CCR; **Mahendar Vijayan**, senior data specialist, PS&T, IDC U.S.; **Naveen Hegde**, senior analyst, Software Research, IDC A/P; **Pradeep Kumar**, knowledge editor, PS&T, IDC U.S.; **Raghupathy V**, analyst, Telecom Sector, IDC U.S.; and **Rathina Sabapathy**, production coordinator, PS&T, IDC U.S.

(L-R): IDC CCR Managing Director **Piyush Singh** presents the Excellence in Team Management Award to **Madhura Moulik**. manager, Shared Operations Center.

IDC CCR instituted a new award this year to honor the memory of a U.S.-based IDC senior vice president who had close ties to the IDC CCR team and served as host manager for **Supriya Kamath**, manager, BuyerPulse Deals Research. The Alexander Motsenigos Award for Excellence in Team Management went to **Madhura Moulik**. Manager, Shared Operations Center.

A selection committee comprised of IDC CCR Managing Director **Piyush Singh**, HR Manager **Rahul B** and Business Operations Manager **S. Manjunath** evaluated the manager-submitted nominations for both awards. ■

Coming soon to your email inbox: the 2013 IDG Employee Survey

The IDG Employee Opinion Survey is offered annually to all employees at IDG subsidiaries worldwide and provides employees with the opportunity to anonymously share their views on their experience at IDG. On Feb. 20, look for an initial email from Research Results, IDG's third-party vendor, introducing themselves and the process. On March 6, each employee will receive an email with a link to the survey and a password. Employees will have until March 25 to complete it.

For more information, refer to more details on IDG Central or ask your HR representative.

501 2nd Street is the place to be

IDG WORLD UPDATE

IDG Chairman **Pat McGovern** was in IDG's San Francisco office this week to see its recent redesign. He took a moment for a photo with the IDG Consumer & SMB operations team that facilitated much of the redesign work. (L-R): **Todd Simms**, director, Facilities and Operations; McGovern; **Luis Ibarra**, facilities coordinator; **Salvador Guillen**, operations lead; and **Peter Tripodi**, facilities coordinator.

IDG WORLD UPDATE

Staff from IDG Netherlands and IDG U.K. visited San Francisco earlier this month to learn more about IDG Consumer & SMB's TechHive brand. Seated (l-r): IDG Communications U.K. Head of Development **Adrian Black**; IDG Consumer & SMB VP, Product Management and Audience Development **Alexa Wriggins**; IDG U.K. CEO and Managing Director **Kit Gould**. Standing (l-r): IDG CSMB SVP, Digital Products **Ulla McGee**; IDG U.K. B2C Head of Sales **Steve Marshall**; IDG CSMB SVP, Editorial Director **Jason Snell**; IDG U.K. B2C and SMB Publishing Director **Simon Jary**; IDG Netherlands Publisher, Consumer/Digital **Jeroen Jonker Roelants**; IDG Netherlands Product Manager Consumer/Digital **Duco Berghuis**; IDG CSMB Senior Producer **Zack Stern**; IDG U.K. Editor **Matt Egan**; IDG CSMB Multimedia Editor **Carlos Rodela**; IDG Netherlands Editor-in-Chief, Consumer/Digital **Matthijs van den Broek**; and IDG Netherlands Sales Manager, Consumer **Rodger van der Maarel**.

unsunghero

Ronita Bhattacharjee

Associate VP,
Conferences
IDC MEA

*IDC Middle East, Turkey and Africa VP and Regional Managing Director **Jyoti Lalchandani** named **Ronita Bhattacharjee** his group's Unsung Hero. "Ronita has been a significant contributor to the MEA region's success. In her role as associate VP, she oversees the MEA conference business, which now contributes a third of overall regional revenues, reaches more than 8,000 CIOs and senior ICT decision makers across 15-plus countries. Her ability to work collaboratively while guiding the project quickly and effectively is simply outstanding."*

Home Dubai, United Arab Emirates

Title Associate vice president, Conferences, Middle East, Africa and Turkey

Primary job responsibilities

Conceptualize, plan and execute conferences — multi-vendor or custom-made — keeping in mind the market dynamics, trends and topical issues. Build integrated conference formats, processes and best practices that can be leveraged across Middle East, Turkey and Africa.

Three things I do in a day's work

- Plan and review the progress of all upcoming projects, plug loopholes, allocate resources and make sure deadlines are met by the team.
- Interact with key vendors about their project requirements and priorities and work meticulously on the planning and execution.
- Draw up budgets for upcoming conferences, review project spends and ensure budget discipline is adhered to for every conference.

What I enjoy most about my job

Conferences are not my job — they are my passion. I've encountered every possible scenario, delight and despair, but there is always an event around the corner to throw up new challenges — and that's what keeps me going!

A hot-button issue I'm dealing with

MEA is a focus market now, and there are fresh entrants in the conference landscape saturating the market, and maintaining our leadership position is a tough task. Trying to bring innovation into our conferences to make them more appealing to end users as well as vendors definitely qualifies as a hot-button issue.

***Ronita Bhattacharjee** joined IDC MEA in 2005.*

Career highlights

- Building a dedicated conference team and increasing the number of conferences from five in 2005 to 130 events in 2012.
- Launching Directions in 2012, vertical-focused events and strategizing formats/content for syndicated events.

What I'm doing to be a better employee

- I try to stay positive.
- Make an effort to foster a sense of team spirit within the conference team and encourage open communication.

Interests outside the office

I am an archaeology buff and like to spend time reading about civilizations, mythology and world heritage sites. I'm also an avid traveller and very keen to explore new places.

What others can't tell just by looking at me

I was the first lady in IDC to travel to Saudi Arabia for a project with the Communications and Information Technology Commission, Government of Saudi Arabia. It was an interesting experience.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Yasmin Tilles *IDG Sweden*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

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"We are the only truly multiplatform tech media company." -- IDG Communications CEO Bob Carrigan, page 3

Computerwoche's tablet-optimized site enhances UX

IDG Germany's revamped flagship enterprise site, primarily built in-house by the team pictured above, aims to present readers with a much better user experience.

SEE MORE ON PAGE 4

Also inside

IDG Professional program graduates 30

IDG Sweden shakes daily routine with Space Invaders

One on one: IDG Communications CEO Bob Carrigan

Promotions, new employees, transfers, etc.

Employees celebrate service anniversaries

IDG Global Solutions presents annual awards.

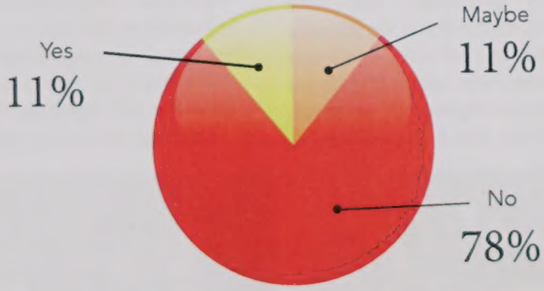
SEE MORE ON PAGE 7

Celebrating 20: IDG U.K.'s Mandie Johnson travels to Bali.

SEE MORE ON PAGE 8

Question of the week results

Are you likely to consider one of the new BlackBerry devices the next time you upgrade?



Log on to www.idgcentral.com to vote on this week's question:

Results from a Pew Research survey show many people are taking a break from Facebook. Are you?

CLICK HERE

Macworld | iWorld continues emphasis on mobile devices

*(L-R): Macworld magazine Contributor John Moltz, Associate Editor **Serenity Caldwell**, Senior Writer **Lex Friedman** and Senior Editor **Dan Moren** discuss "Apple in 2013" on the Macworld LIVE stage earlier this month in San Francisco. Some 25,000 people came to see products, apps and tools from nearly 300 exhibitors and sponsors and attended nearly 60 lectures and demonstrations. More coverage in next week's issue.*

IDG Professional graduates 30 with leadership awareness skills

The latest edition of the IDG Professional program, designed to cultivate leadership awareness, included 30 employees from the U.S., Canada, Germany and Sweden.

Held Jan. 29-30 at the Babson Executive Conference Center in Wellesley, Mass., the program enables participants to explore different characteristics of leadership, assess their leadership strengths and development areas and learn from IDG guest speakers.

Alana Dros, professional and management trainer for IDG Training & Development; Julie Lynch, principal, Uncommon Consulting; and **Carolyn Yanuskiewicz**, training and development coordinator, IDG hosted the program.

Sessions covered topics such as Demonstrate Character, Think and Act Innovatively, Communicate Powerfully and Live with Vision. Guest speakers were IDC Group VP **Laura Nurzynski** (Career Shaping Experiences and Lessons Learned), IDG Enterprise SVP/Human Resources **Patty Chisholm** (Career Limiting and Career Enhancing Moves) and IDG Director of Corporate Communications **Susanna Hinds** (Manage Your Personal Reputation Like a CEO).

Participants also competed in a teambuilding activity that involved building a tower out of spaghetti, string and marshmallows, and during a creativity session they made something werable out of craft supplies.

"My experience was excellent, and I met so many wonderful people from different parts of IDG," said IDG Sweden Art Director **Marie Sörberg**. "In the Manage Your Reputation session, I had to really think about my strengths and how I should use them. It was also very good that we could practice our pitch with the other participants."

"I learned more about the value of teamwork and how to be a champion of change," said IDG News Service U.S. Correspondent **Agam Shah**. "I also got some tips on how to interact with different personnel within an organization. IDG News is a far-flung organization with bureaus globally, so the skills will also come in handy to ensure work gets done and goals are reached."

Write to Alana Dros. ■

Bottom (l-r): ***Christine Dover****, IDC;* ***Agam Shah****, IDG News Service;* ***Karen Moser****, IDC;* ***Beth Jolles****, IDC. Middle (l-r):* ***Bethany Whiffin****, IDG Enterprise;* ***Brandon Butler****, IDG Enterprise;* ***Shannon Davis****, IDG TechNetwork;* ***Colin Neagle****, IDG Enterprise;* ***Mariella Ley****, IDG World Expo;* ***Kelly Quinn,*** *IDC;* ***John Rydning****, IDC;* ***Miriam Kalaev****, IDG TechNetwork;* ***Christopher Murphy****, IDC;* ***Kevin Restivo****, IDC Canada;* ***Daniel Morber****, IDG Germany. Top (l-r):* ***Stefanie Heise****, IDG Germany;* ***Mary Jane Donnelly****, IDC;* ***Lauren Wakefield****, IDG Consumer & SMB;* ***Brian Kukowski****, IDG;* ***Connie Moy****, IDG TechNetwork;* ***Stephanie Seeley****, IDG Enterprise;* ***Michelle Hockman****, IDC;* ***Melissa Bambauer****, IDC; Jackie Kliem, IDC;* ***Susan Skowronski****, IDC;* ***Christopher Kay****, IDG;* ***Lauren Kotara****, IDG TechNetwork;* ***Fred O'Connor****, IDG News Service;* ***Hans Lima****, IDG;* ***Marie Sörberg****, IDG Sweden.*

IDG Sweden spices up the daily routine with Space Invaders

IDG Sweden employees who would like a change of office scenery or to see how the other half works can sign up to be a Space Invader. Launched last month by IDG.se Editor-in-chief **Carl Grape** and Computer Sweden Editor, Opinions and Events **Eva Melin**, the voluntary program gives employees a chance to swap desks with a colleague for a day.

"You continue to do your job, but you do it from someone else's desk," Melin said. "Employees will get the chance to know someone else's colleagues a little better, see new parts of the office, get insight into other projects and jobs and get out of their comfort zones."

Left: Life Science Sweden Editor-in-chief ***Ingrid Heath*** *(standing) welcomes IDG Sweden Key Account Manager* ***Turid Synnermark*** *(seated) to her desk; at right Heath at Synnermark's desk.*

Grape said the idea arose when he and Melin were having "a friendly argument over who had the best workplace and decided to find out who was right. That evolved into the idea that more people should try the same thing if they wanted to."

More than 30 IDG Sweden employees, fairly evenly divided between the editorial, sales, marketing and support departments, have signed up to invade another's space. Grape said two people will switch desks each day. The day and desks will be generated randomly by an Excel-based lottery system. "We did rig it, though, to prevent people from having to switch with their immediate neighbors," he said.

Key Account Manager **Turid Synnermark**, who moved to an editorial desk, said she would definitely return. "I liked the peace and quiet, and the sales team could learn something from how the editorial staff communicates with each other." (The editorial staff uses instant messaging to quickly talk with colleagues who may be just few desks away, which eliminates chatter about typos and top stories.) In the sales department at Synnermark's desk, Life Science Sweden Editor-in-chief **Ingrid Heath** said she had been expecting a noisier environment, "but I was actually able to get a lot of work done, probably because almost everyone was out meeting clients."

Contact Carl Grape. ■

OneonOne

Bob Carrigan

IDG Communications

The CEO of IDG Communications Worldwide is this week's columnist. Reach him at bob_carrigan@idg.com.

> "For advertisers, we are now seeing a dramatic shift in behavior where they are leveraging data-driven strategies and modern ad tech capabilities to target audiences in new ways."

Q You, IDG Global Solutions CEO Matthew Yorke and IDG Research Services General Manager Janet King spent time last fall presenting the results of IDG's most recent audience survey — The Echo Effect: Understanding the Value of Tech Buyers — to key clients and prospects. What did you learn?

A One of my favorite parts of this job is to visit with customers and prospects. There is not enough space in this column to cover everything that I learned from my client visits, but it is clear that our advertising customers are looking for thought leadership and direction from IDG as they formulate marketing plans in areas such as video, social, mobile and custom content. Our customers clearly appreciated Janet King's excellent research presentation, which drew from a huge and global sample of IDG end users. In addition to revealing the evolving media habits of our end users across channels such as video and mobile, we showed how they index against IDC's ConsumerScape 360° market model. In summary, our users index very high in key areas such as willingness to pay a premium for extra product features and recommending products to friends and colleagues. The idea behind the title, "The Echo Effect," was to prove that IDG's end-user customers create an echo of influence over purchase decisions, particularly in the age of social media. The research certainly validated the quality of IDG's global audience.

Q Late last year IDG TechNetwork CEO Pete Longo added the title of CEO, IDG Consumer & SMB. Can you talk a bit about the thinking behind this decision?

A For readers, the consumer tech media space has been evolving for over a decade, and today there are many ways of experiencing our branded content, whether through mobile, social, conventional web, video — you name it, we offer it! For advertisers, we are now seeing a dramatic shift in behavior where they are leveraging data-driven strategies and modern ad tech capabilities to target audiences in new ways. The IDG TechNetwork, under the excellent leadership of its founder and CEO Pete Longo and Chief Revenue Officer Brian Gleason, has been an incubator for modern ad tech capabilities and has built a significant advertising business across more than 500 sites that are within the network.

The central idea behind this "management merger" was to keep the IDG Consumer & SMB and the IDG TechNetwork as independent business units but to unlock the capabilities of the TechNetwork to enable new ways of targeting our CSMB audiences, to create scale in a broad and increasingly competitive market and to energize emerging areas such as video syndication — in short, to infuse modern ad tech capabilities into the CSMB advertising product mix so that they can be more competitive in today's market. And in turn, the TechNetwork will surely benefit from having lots of first-party user data from the CSMB branded sites.

Pete and Brian are not only veterans of the ad tech space but spent considerable time in their careers on consumer tech titles at Ziff Davis, so I have a lot of confidence in this new approach for both CSMB and the TechNetwork.

Q As programmatic ad purchasing continues to account for a growing percentage of online display advertising, how do you see the role of IDG's traditional ad sales force evolving?

A In the U.S., all of our business units are embracing programmatic/ad tech capabilities. And in many countries outside of the U.S., most notably the U.K. and Germany, we are seeing new initiatives in this direction. Ad tech capabilities will become increasingly part of the sales offering, so we need to make sure that our sales teams are knowledgeable and consultative with clients. To that end, we have made it mandatory for all IDG U.S. digital salespeople to complete the new IAB Digital Media Sales Certification program. The program started in October and is focused on helping digital salespeople to become familiar with modern ad tech concepts. Almost 30 IDG sales folks have either completed the exam or applied for the program. By this time next year, all of our U.S. sales teams will be certified and, thus, be among the most knowledgeable digital salespeople in the business. Over time, I expect that more and more of our international business units will be interested in sending salespeople to this IAB program.

In addition to programmatic, the other big trend in media is the rise of custom (or integrated) solutions, which plays to IDG's strengths. We are the only truly multiplatform tech media company, which makes us well positioned to do highly customized, content-oriented programs for advertisers. Our sales teams will play an increasingly important role as more and more sales include

continued on page 5

Tablet-optimized Computerwoche.de site provides enhanced user experience

IDG Business Media GmbH relaunched its flagship enterprise site in December and the new, highly interactive, tablet-optimized HTML5-based Computerwoche.de is seeing a healthy spike in traffic.

"The overriding goal of the relaunch project was to present our readers with a much better user experience," said **Stefan Huegel**, director online, IDG Business Media. "To do this, we tried to give the site a state-of-the-art design, increased its speed, repackaged content to make it easier for users to find and are making much greater use of graphic content — both video and still images."

The new site was primarily developed in-house, "which both kept costs low and ensured that staff gained a very in-depth understanding of the new technologies we deployed," Huegel said. And while they opted to stick with their current CMS based on Adobe's CFML programming language — "a mighty but very agile platform" — Huegel said they decided to introduce ColdBox, an open source web application framework that allows for development of stand-alone modules that can be shared across apps. This approach makes it easier to develop features once and use them on the mobile and desktop iterations of the site.

"I am very proud that we were able to team up with the founder and chief developer of ColdBox, Luis Majano, who is based in the Los Angeles area and who helped us a lot in implementing ColdBox into our infrastructure," Huegel said.

To keep the user interface as intuitive as possible, the team decided to use Twitter Bootstrap, an open source CSS and JavaScript framework that makes use of pseudo-standard interfaces that are well-known throughout today's web, Huegel said.

Huegel said his group decided early on against adopting a responsive design. "Seeing the difficulties that a responsive web design still bears for development and maintenance of a website as well as ad serving, we decided at a very early stage that we would not go for a fully responsive layout." Instead, they optimized the website for display on tablets and serve deliberately rendered mobile versions of the site for smartphones and touch phones.

The new site is optimized for larger screen sizes, Huegel explained. "Before heading into the project, we crunched a lot of numbers and learned that 85% of all tablet traffic on Computerwoche is generated through the iPad, and 70% of all tablet users surf the site in landscape mode. So we felt that we should optimize the tablet version of the website to display at a width of 1,024 pixels." Users of smaller devices are forwarded to a touch-optimized mobile version of the website (a web app) and older devices are presented an even leaner version, he said.

*The team responsible for the new Computerwoche.de site includes (l-r): **Mike Hartmann**, project manager; **Sabine Anegg**, web developer; **Thomas Rotter**, chief developer and project leader; **Manuel Heine**, trainee, web development; **Stefan Huegel**, online director and deputy editor-in-chief; **Slava Gromov**, web developer; and **Wolfgang Herrmann**, deputy editor-in-chief. About 80% of all development work was done by this group, Huegel said, with only the web design and some additional programming done by third parties.*

Computerwoche.de now features a lot of interactive elements to make it sticky and keep users on the site, Huegel said. Its adaptive user interface allows navigation by mouse as well as on touch-enabled devices. And the site now features dynamic delivery of content, which means that changes to content or ad inventory can be published immediately.

> Page views are up 20% and visits are up by 30% since the relaunch.
>
> *Stefan Huegel*

A very popular new content delivery format, what Huegel said they are calling "trending topic capsules," provides users with a 360-degree view on hot topics. A trending topic capsule on cloud computing, for example, might contain encyclopedic content, backgrounders, best-practice reports, market overviews, news and a management summary of the benefits and threats. The cap-

continued on page 5

continued from page 3

One on One

both custom and ad tech capabilities. The magic is in pulling all of these elements together to meet marketer objectives, so our goal is to make sure that our sales teams have the necessary skills to lead the market and to continue to grow our revenue.

Q Marketers have been slow to embrace the opportunity presented by users' increasing reliance on mobile devices. Why the disconnect, and are you optimistic that advertising spend will increase to reflect the growing time users spend with these devices?

A First of all, I've never been a big fan of correlating time spent by users on a medium to ad spend on the medium. Newer media such as the web and mobile are more than just passive advertising media (such as TV or magazines); they are also communication, shopping, social, and gaming platforms, which means that they are not always ideal environments for advertising.

When it comes to mobile, marketers have been slow to increase spend because it is harder to create compelling advertising on smaller screens, targeting data is hard to come by and much of the time spent on mobile is in areas that are not ideal for inserting advertising.

But mobile advertising will surely grow to be much bigger than it is today. I have said this before in this column: if you told me in 1993 that the World Wide Web would one day be a $50 billion advertising medium, I would not have believed it.

My point is that there are some obvious things holding back ad spend, but I am confident that innovation will lead to new ways to insert advertising that will drive new ad dollars in the mobile direction. Ad spend is not likely to be fully proportionate to time spent on mobile, but that is because we spend a lot of time doing things on the devices that are not great for advertising, not the least of which is sleeping with them! ■

> "I've never been a big fan of correlating time spent by users on a medium to ad spend on the medium. Newer media such as the web and mobile are more than just passive advertising media (such as TV or magazines); they are also communication, shopping, social, and gaming platforms, which means that they are not always ideal environments for advertising."

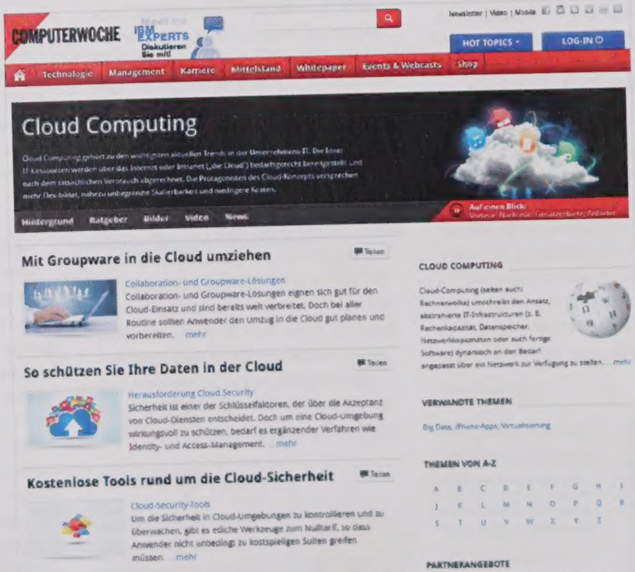
continued from page 4

Computerwoche.de

sules are designed to be very relevant to search engines like Google, Huegel said, "and from what we can see so far, they really are. Most of our capsules rank among the top five results in Google now. That drives loads of new traffic to our site." Page views are up 20% and visits are up by 30% since the relaunch, he said.

In order to facilitate the sharing of its content, the new site features a number of functions to exchange, forward and comment on articles, videos and images via various social media channels. "We also introduced Disqus as a global comment system that allows users to recommend, comment and rate our content using their various social IDs such as Facebook and Google+.

The team also developed a new algorithm to align contextually relevant content alongside articles. "We can present users with videos, white papers, photo galleries and related articles that exactly fit the context of a single article," Huegel said. The algorithm analyzes the semantic scope of a single article and matches it against other content and then presents relevant content alongside it. "By doing this we increase the likelihood that a user will drill down into the site by finding more and more content that is relevant."



Cloud Computing

Mit Groupware in die Cloud umziehen

Collaboration- und Groupware-Lösungen

Collaboration- und Groupware-Lösungen eignen sich gut für den Cloud-Einsatz und sind bereits weit verbreitet. Doch bei aller Routine sollten Anwender den Umzug in die Cloud gut planen und vorbereiten.

So schützen Sie Ihre Daten in der Cloud

Herausforderung Cloud Security

Sicherheit ist einer der Schlüsselfaktoren, der über die Akzeptanz von Cloud-Diensten entscheidet. Doch um eine Cloud-Umgebung wirkungsvoll zu schützen, bedarf es ergänzender Verfahren wie Identity- und Access-Management. ...

Kostenlose Tools rund um die Cloud-Sicherheit

Cloud-Security-Tools

Um die Sicherheit in Cloud-Umgebungen zu kontrollieren und zu überwachen, gibt es etliche Werkzeuge zum Nulltarif, so dass Anwender nicht unbedingt zu kostspieligen Suiten greifen müssen.

CLOUD COMPUTING

Cloud-Computing (selten auch: Rechnerwolke) umschreibt den Ansatz, abstrahierte IT-Infrastrukturen (z. B. Rechenkapazität, Datenspeicher, Netzwerkkapazitäten oder auch fertige Software) dynamisch an den Bedarf angepasst über ein Netzwerk zur Verfügung zu stellen. ...

VERWANDTE THEMEN

Big Data, iPhone-Apps, Virtualisierung

THEMEN VON A-Z

Trending topic capsules such as this one on cloud computing, offer readers a 360-degree view on hot topics. Designed to be very relevant to search engines, most of the capsules routinely rank among the top five results in Google.

Huegel said his team plans to relaunch all of the IDG Business Media's enterprise sites using the same technology platform within the next few months.

For more information contact Stefan Huegel. ■

noteworthypeople

Promotions

IDC New Zealand Senior Analyst, IT Spending **Louise Francis** has been promoted to research manager, IT Spending. "Louise has been working as a senior analyst across Retail Insights, IT Services, Software and IT Spending for the last five years," said **Ullrich Loeffler**, IDC New Zealand country manager. "During that time, Louise has demonstrated her broad and extensive market knowledge and ability to identify and interpret trends arching across multiple market and technology segments." lfrancis@idc.com

Previously associate sales director, **Alfred Pang** has been named **IDC Asia/Pacific** sales director. "Alfred joined IDC five years ago and progressed to take on a leadership role in Enterprise Sales," said **Larry Llamzon**, IDC Asia/Pacific VP, A/P Sales. "Subsequently, he transitioned to the A/P Telco Sales division, and, under his strong leadership, has grown the business successfully and consistently delivered remarkable financial results. Alfred has been instrumental in identifying, driving and developing new business opportunities with our key clients. alfredpang@idc.com

Sandie Breese, **IDC Australia** senior account manager, has been promoted to business development manager for Telco sales. "In addition to all of Sandie's other achievements, she has been istrumental in growing the Telstra account by more than 50% over the last three years despite challenging market conditions," said Alfred Pang, sales director, IDC Asia/Pacific. "She is relentless in her pursuit of client service excellence and has consistently displayed strategic thinking in her engagement with her clients. Sandie will also be providing direction and coaching for country account managers on increasing the share of wallet with existing telecom accounts and acquiring new accounts within the telecom industry in India and ASEAN." sbreese@idc.com

IDC Asia/Pacific Market Analyst **Kiranjeet Kaur** has been promoted to senior market analyst. "Kiranjeet will become more involved in the running of the quarterly mobile phone tracker, where she has already become a key pillar in its timely delivery against tightening deadlines," said **Melissa Chau**, IDC Asia/Pacific research manager, Client Devices. "She is always looking to improve our research quality, showing initiative in improving our processes and leading the work on add-ons like installed base and transitioning our team into Ferda forecasts. A team player, Kiran has, and continues to be, instrumental in mentoring and guiding our India team during a challenging transition period." kkaur@idc.com

IDC Singapore Project Manager **Hui Long Ooi** has been promoted to conference producer. "Since joining us, Hui Long has not only been instrumental in growing IDC's Asian Financial Services (AFS) Congress to a $650K per annum event, he now also assists in key research objectives around the annual Financial Insights awards as well as helping to expand the AFS brand to Thailand and Indonesia," said **Jason Gorud**, IDC Singapore VP, Marketing Program Group. "Most impressively, he recently gave [IDC Singapore Associate Research Director] **Michael Araneta** one of his kidneys." hlooi@idc.com

IDC Philippines Production Coordinator **Angelica Beare** is now senior production coordinator of the Asia/Pacific Publishing Services and Technologies (AP PS&T) group. "Angel is very efficient in managing AP PS&T's workflow, providing much-needed support to her PS&T colleagues and coordinating with the research community on editorial- and publication-related matters," said **Christelke Agapito**, IDC Philippines international publishing manager. "In the past years, her role has expanded greatly, working closely with the CCR team based in Bangalore and with the U.S. PS&T team to ensure that AP meets the publication requirements. She has also been very pro-active in providing support to the team and to other departments, such as preparing metrics, following up on delayed submissions and review, conducting training on document submission and getting involved in new PS&T and PS&T-related processes." abeare@idc.com

Previously **IDC India** Regional Account Manager, **Ashish Talwar** is now sales manager. "Over the last two years, I have been consistently impressed with Ashish as a complete professional," said **Jaideep Mehta**, IDC India country manager. "He always goes an extra mile in helping new sales people get used to the IDC environment. With a strong track record in sales and over achievement of targets on a constant basis, he has shown his skills in developing new business and building good relationships with customers. He's been awarded Salesperson of the Quarter multiple times, been No. 1 salesperson in India for three years in a row and No. 1 salesperson across Asia Pacific in FY 12." atalwar@idc.com

IDC India Regional Account Manager **Sukhendu Rautela** has also been promoted to sales manager. "Sukhendu joined IDC India last year, and he has proven himself to be a top-class salesperson," Mehta said. "He took over a territory in terrible shape and went about rebuilding relationships at warp speed. Following that process, he delivered big numbers and finished well over his targets. He was No. 2 salesperson in India and a Top 10 Asia Pacific performer in FY12. His persistence and hard work in building very productive relationships has helped us break through accounts and reach record bookings with big clients." srautela@idc.com

New employees

Christian Weigel joins **IDG Entertainment** in Munich, Germany, as a content management trainee. Previously a trainee at Computec Media's PC Games and at Spieletipps.de, he holds an English and geography teaching degree from Johannes-Gutenberg-Universität Mainz. He enjoys reading, cycling and board and PC games and recently completed XCOM: Enemy Unknown. cweigel@idg.de

Weigel

Also new at **IDG Entertainment** is Junior Sales Manager **Eike-Bodo Benkert**. Previously sales manager with Quality Cargo of Saudi Arabia, he earned a master's degree in political science from Ludwig-Maximilians- Universität in Munich. Away from the office, he enjoys reading, sports and outdoor activities. ebenkert@idg.de

Benkert

IDC Korea has hired **Doh Sang-Hyuk** as a research manager, Software. He has previously worked for software companies such as TmaxSoft, AhnLab, Altibase and Primensystems, as well as an IT consultant and software architect. He earned a B.S. in physics from Sogang University in Seoul and enjoys swimming and mountain climbing. shdoh@idc.com

Doh

IDC Colorado in Boulder has hired **Bob Morrison** as a senior account executive; he was previously a senior sales executive with Relm West. A graduate of the University of Missouri with a B.S. in chemical engineering, he enjoys hiking, cross-country skiing and time spent with his family. bmorrison@idc.com

Et cetera

Madeline Kruzel, **IDG World Expo** VP and general manager for E3, has been named to the third annual EXPO Elite list compiled by EXPO magazine. Kruzel was one of some 50 event industry honorees who will be recognized at a major awards gala in June in conjunction with ExpoNext in Baltimore, Md. mkruzel@idgworld-expo.com

Kruzel

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Linda Gorgone *IDG Enterprise*

26
Penny Stevens *IDG*
Nina Mattsoff *IDG Sweden*

20
Bob Carrigan *IDG*

19
Jennifer Koppy *IDC*

18
Gina Howells *IDG Global Solutions*

15
Peter Bradley *IDG Global Solutions*

14
Karim Bahloul *IDC France*
Iseult Bottoni *IDC U.K.*
Jörg Breit *IDG Germany*

13
Mindy Blodgett *IDG Enterprise*
Andreas Hedberg *IDG Sweden*
David Reinsel *IDC*

12
Encarnacion Gonzalez Villanueva *IDG Spain*

10
Anne Stevenson *IDC*
Daniel Boehmke *IDC*

9
Edward Kozaryn *IDG Consumer & SMB*
Gerald Murray *IDC*

8
Anne Merkelson *IDG Global Solutions*
Thinh Chanh *IDG Vietnam*
Holly Brown *IDC*

7
Mo Barrett *IDG Global Solutions*

6
Terry Sanford-Cook *IDG Enterprise*
Bruno Teyton *IDC France*
Jane Brown *IDG Global Solutions*
Gard Little *IDC*

5
Roman Loyola *IDG Consumer & SMB*
Gerson Gomes Martins *Now!Digital Business*
Kazue Harada *IDG Japan*
Masanori Yamamoto *IDG Japan*
David Bradshaw *IDC U.K.*
Jimena Sisa *IDC U.K.*
Richard Bell *IDC U.K.*
Lilianne Lima *IDC Brazil*
William Nguyen *IDG Australia*
Sandra Collins *IDC*

4
Wendy Spachman *IDC*

3
Andrey Ryazanov *IDG Connect*
Colin Browning *IDG Global Solutions*
Nick McQuire *IDC U.K.*
Julia Talevski *IDG Australia*
Irina Zvagelsky *IDC*

2
Chris Finnerty *IDG TechNetwork*
Erik Hedén *IDG Sweden*

1
Mark Holland *IDG List Services*
Maira Agrén *IDG Sweden*
Michaela Maffia *IDG U.K.*
Fabian Vogt *IDG Switzerland*
Heather Ashton Manolian *IDC*

IDG Global Solutions recognizes outstanding contributors with annual awards

The IDG Global Solutions EMEA Christmas party in London was once again the backdrop for the presentation of the business unit's annual awards honoring both individual and team contributions.

Awards were presented by both IGS CEO **Matthew Yorke** and IGS Managing Director **Kumaran Ramanathan** as follows.

*(L-R): **Christian Drake, Caroline Delin, Christopher Whitehouse, Glenn Coombe, Verity Homewood, Jane Brown** and **Rob Richardson** were named IGS's Global Team of the Year.*

EMEA Employee of the Year Award
(voted for by EMEA employees)
Winner: **Donna Geary**, office manager, IGS EMEA

U.S. Employee of the Year Award
(voted for by IGS U.S. employees, this award was presented during the IGS U.S. sales conference in Miami)
Winner: **Karen Arnowski**, senior sales associate, IGS U.S.

Managing Director's Award: Achievement of the Year
Awarded to an individual who has surpassed expectations for the fiscal year and consistently gone the extra mile.
Winner: **Matika Angkatavanich**, director, program management, International.

Matika Angkatavanich

President's Award: Global Team of the Year
Awarded to the team that collectively has gone above and beyond, has demonstrated true teamwork and over-achieved again set objectives.
Winner: International Sales Agency Group Drake — **Christian Drake**, director, international sales, IGS EMEA; **Jane Brown**, international sales account manager, IGS EMEA; **Verity Homewood**, senior program delivery manager, IGS EMEA; **Caroline Delin**, program delivery executive, IGS EMEA; **Glenn Coombe**; **Chris Whitehouse**, program delivery executive, IGS EMEA; and **Akram Al-Zaraf,** international sales executive.

President's Award: Global Sales Performance of the Year
Awarded to the salesperson who had an outstanding FY 2012. Considerations include:

- Overperformance against targets.
- Consistently demonstrates the core values of sales excellence and sales leadership.
- Sold an innovative program that has reinforced our category leadership within the market.
- Is respected internally by IDG colleagues and externally by our customers as a sales leader.

Winner: **Christian Drake**

"This award for me is personal, and we look to recognize individuals who really capture the DNA of IDG: hard-working, professional attitude, respected by their peers, always acting in the best interests of IDG, helping others and doing all that with a smile," said Yorke. "Basically somebody we are proud to be associated with . . . and this year Christian did all these things and more!"

"I am sure that we say this every year, but the standard of performance across the hubs this year has been outstanding," noted Ramanathan. "Matt and I are very proud of the way our business is developing — and the continued ability of the IGS teams worldwide to set new standards in our performance." ■

celebrating20

Mandie Johnson

Art director
IDG U.K.

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG U.K.'s Mandie Johnson traveled to Bali last year with her daughter.

Joined IDG U.K.

May 1991 as art editor of Macworld U.K.

Current title

Art director of iPad & iPhone User magazine and the Complete Guides Series; formerly art director of Macworld U.K.

Why I chose this trip

Bali, Indonesia, captured the imagination of my 16-year-old daughter Georgia after we saw the film "Eat, Pray, Love," and we had heard enticing stories from a close friend who had lived and worked there. Plus, I thought I had discovered paradise 25 years ago when I was stranded there for a couple of nights due to an airline dispute whilst flying to Australia.

Trip highlights

Our first hotel was on on Sanur Beach, which was very traditional and peaceful. This proved to be a perfect beginning, which allowed us to relax after the long flight and ease gently into Indonesian life. Here we observed the Balinese locals diligently making offerings of rice, flowers, incense and banana leaves for their gods and demons. We also enjoyed listening to hypnotic gamelan music each morning from sunrise until noon and again in the evening with Balinese dancers providing entertainment, too.

After two days of rest our guide Subaga and driver Maddy took us to Ubud, a village known for arts and crafts. En route, Subaga revealed his comprehensive knowledge of Balinese culture, religion and history; not a single question went unanswered. We visited the historic temple of Kumpanang, plus a Bat Cave Temple and stopped for lunch with a holy man and his family who taught us how to make an offering for their family temple, explaining the symbolic meaning of each detail along the way.

My daughter Georgia, our tour guide Subaga and me at the Goa Lawah Bat Cave Temple.

Georgia and I enjoyed the views at the Jatiluwih rice terraces.

We also visited the beautifully scenic Jatiluwih rice fields, plus a sanctuary/safari park for abandoned Sumatran elephants. However, without question the champagne moment of our holiday was a pre-sunrise volcanic mountain climb, which unnervingly began at 4:00 a.m. at the foot of Mount Batur (1,717 meters; 5,633 ft.). We had another amazing guide who cooked us eggs, toast and coffee at the peak of the mountain by means of the active steam holes, providing the best toast in a basket (and sunrise, of course) ever to be witnessed.

Many, many thanks to Pat McGovern for providing this wonderful and unforgettable trip of a lifetime.

Sunrise from the peak of Batur Mountain, in the distance the island of Lombok is visible.

thanksto

The editors of IDG World Update would like to thank the following people who assisted with this issue:

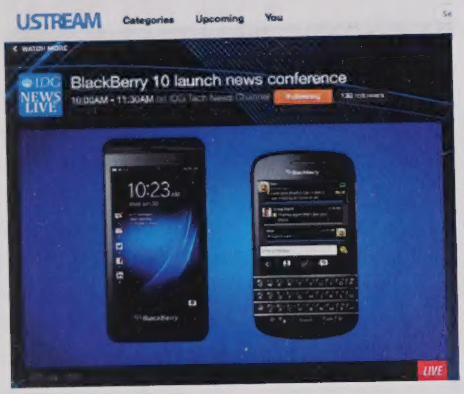
Bob Carrigan *IDG*
Alana Dros *IDG*
Carl Grape *IDG Sweden*
Stefan Huegel *IDG Business Media GmbH*
Mandie Johnson *IDG U.K.*
Kumaran Ramanathan *IDG Global Solutions*
Carolyn Yanuskiewicz *IDG*
Matthew Yorke *IDG Global Solutions*

IDG World Update

EMPLOYEE NEWS AND INFORMATION

4 FEBRUARY 2013 | VOLUME 43, NUMBER 5 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8



IDG News Service live streams BlackBerry event via Ustream

IDG sites around the world as well as other media outlets linked to or embedded the live feed that the IDG News Service used on its new Ustream channel.

SEE MORE ON PAGE 2

Also inside

IDC tops IT market research firms in press mentions

IDG Vietnam hosts CEO World Forum

Network World gains late-night newsletter readers

One on one: IDG Chairman Pat McGovern

PC-WELT raises funds for charity that gives computers to hospitalized children.

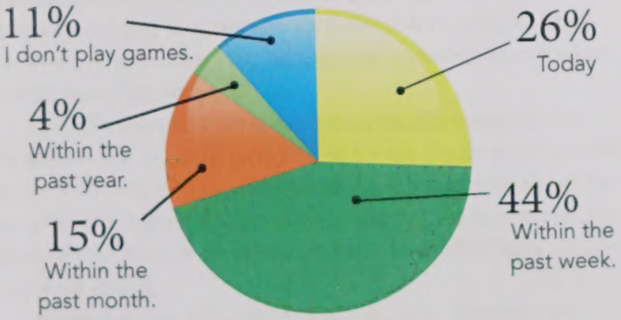
SEE MORE ON PAGE 7

Unsung Hero: IDG Germany Video Producer William Patin is this week's nominee.

SEE MORE ON PAGE 8

Question of the week results

When was the last time you played a game on your mobile device?



Log on to www.idgcentral.com to vote on this week's question:

How likely are you to give BlackBerry a serious look next time you upgrade?

CLICK HERE

Instagram documents training program

IDG Sweden incorporated an Instagram photo contest as part of its bi-annual training program.

SEE MORE ON PAGE 5

Wanted: Photos of the day

Any employee can contribute to IDG Central's Photo of the Day. (Above: IDG Australia celebrated the Melbourne Cup late last year.) Send an image and a short description of a "slice of life" at your business unit to idgcentral@idg.com.

IDG News Service live streams BlackBerry event via Ustream

Close to a dozen IDG web sites around the world had a front-and-center view of BlackBerry's mobile phone announcement on Jan. 30, thanks to the IDG News Service's live stream of the event on its new channel on Ustream.

According to its website, Ustream is the world's fastest-growing and largest live streaming platform with over 50 million unique monthly viewers and a network of professionally produced and user-generated content.

USTREAM
BlackBerry 10 launch news conference
IDC NEWS LIVE

Close to a dozen IDG sites linked to or embedded the IDG News Service's live stream of the Jan. 30 BlackBerry event.

"Streaming live events brings our audience closer to the news and allows them an unfiltered look at what's being announced," said IDGNS Senior Correspondent **Martyn Williams**. "Increasingly, it's something that's offered direct by the vendors and some of our competitors, so providing it via our own sites also helps IDG stay in the competitive game. The editorial lens through which we view and report is still very important, but the live feed helps round out our coverage."

IDGNS received the feed produced by BlackBerry — the company formerly known as Research in Motion also announced its name change at the event — delivered via satellite, which IDGNS then put on its IDG Tech News Channel on Ustream.

The satellite dish the News Service used is located in Williams' back yard in Palo Alto, Calif. IDGNS' incurred no start-up costs for the live stream effort, apart from time, as Wiilliams already had the satellite gear and IDGNS had the PC required for streaming and the interface between the PC and the satellite. Williams estimates start-up costs for someone starting from scratch would be about $2,000.

IDGNS's channel pulled more than 45,000 views for the live stream and an additional 21,000 for the on-demand recording — which was immediately available at the conclusion of the live stream — before the day ended. During the live stream, an optional chat feature allowed viewers to post comments on what they were seeing.

About a dozen IDG sites in the U.S., U.K., Sweden, the Netherlands and Portugal either embedded or linked the IDGNS' Ustream feed. Scores of non-IDG sites did as well, Williams said, including major ones such as Canada's Financial Post, France's Le Parisien and Reuter's live blog that likely learned about the live stream either through the Ustream website or social media — especially Twitter — mentions.

The IDG Tech News Channel also contains the weekly segments of the News Service's World Tech Update video news series and links to its Twitter and Facebook pages.

The biggest problem for live streaming is getting the signal from the location of the event to the Internet, Williams said.

"Anyone who has been to a major trade show has experienced congested WiFi and cellular networks, and that's a problem when we need a consistent 500 Kbps to 1Mbps for a good quality stream," he said. "Professional broadcasters have traditionally gotten around this by using satellite trucks, but they are very expensive. There is a new breed of wireless streaming pack that attempts to send a signal on multiple cellular networks to get over the congestion problem. We hope to try that technology soon."

Another option is a wired Internet connection. At last month's CES, IDGNS broadcast a continuous live stream of the Central Hall over five days, thanks to a connection the staff had in the show hall. Over the next few months, the News Service is looking at future opportunities and hopes to stream more news conferences, including those covered by IDGNS cameras, in the coming months.

"I hope our IDG colleagues found the BlackBerry event to be successful for them and something they see as a valuable addition to their site and the range of services IDGNS offers," Williams said.

Write to Martyn Williams. ■

IDC tops IT market research firms in worldwide press mentions

IDC continued to outperform its IT market research competitors in terms of press mentions throughout 2012, wrapping up the year as the industry's leader in worldwide media mentions.

IDC had 24,734 media mentions in calendar year 2012 compared with 20,781 for Gartner and 7,168 for Forrester, according to Factiva. Trailing the field were Frost & Sullivan, Ovum and Yankee. IDC's tally represents a 28% increase in media mentions compared with the previous calendar year. Gartner's uptick was 9.7%.

IDC's strong research in high-visibility segments such as tablet devices and smartphones, the Business Software Association software piracy study authored by IDC and IDC's international research, particularly in Asia/Pacific, were key reasons for the extensive press coverage during the year, according to IDC Public Relations Director **Mike Shirer**.

Another contributor to IDC's gain over last year was that Factiva has added new publications, mainly those published outside North America, to its database, Shirer added. "This was the first I've seen articles from Korea, for example, and Factiva's coverage in Japan has expanded as well. That has played well to IDC's position as a global company," he said.

Write to Mike Shirer.

OneonOne

Pat McGovern

IDG

The chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.

> "Of particular importance to IDG's influence of the buyers of technology products, the line of business executives are becoming ever more important in IT investment decisions."

Q How did IDG's revenue and operating profits in FY12 compare to the company's results in the prior fiscal year?

A Because of the skill of the IDG team members and their dedication to helping their customers succeed, IDG had a very good year in FY12. Revenue grew over the prior year, and operating profits were 8% higher than FY11.

Congratulations to the following companies on coming in ahead of plan in FY12: IDC, Computerworld, Network World, InfoWorld, CIO Executive Council, IDG TechNetwork, IDG Connect, Connell Communications, IDG Research, IDG List Services, IDG India, IDG Global Solutions and IDG International Publishing Services.

Q What predictions do you have for the IT industry for 2013?

A I agree with IDC's predictions that the IT industry will grow by 5.7% in 2013. The driving forces for this growth will be the rapid increase in the use of mobile devices, large increases in data stored in the cloud, more accurate analysis and forecasting facilitated by Big Data resources and a rapid growth in the use of social networks.

The sales of smartphones and tablets will grow by 20% in 2013 and generate 20% overall IT sales. Remarkably, it will drive 57% of all IT market growth.

Of particular importance to IDG's influence of the buyers of technology products, the line of business (LOB) executives are becoming ever more important in IT investment decisions. By 2016, 80% of new IT investments will directly involve LOB executives, and 50% of those investments will be decided by the LOB.

A combination of the rapid growth in IT spending, and the new platforms, storage resources and mobile technology will provide IDG with excellent opportunities to inform, influence and advise the buyers of these new IT products how to acquire and use them effectively.

Emerging markets such as China, India and Brazil will see IT spending grow by 8.8% in 2013, accounting for 34% of all IT spending and 51% of all IT spending growth.

Q The Chinese economy is reportedly slowing down after years of double-digit growth. How will this affect IDG's activities there, both in terms of media and venture capital?

A I expect that China will continue to be one of the fastest-growing major economies in the world over the next 8 to 10 years. The GNP growth this year in China is expected to be 7.4%, compared to the forecasted GNP growth of the advanced economies of 1.9%. So, China's GNP is still growing more than three times faster than the U.S. and Europe. IDG is continuing to experience rapid growth in its media business in China, particularly for information services delivered on tablets and mobile phones. And, the rapid growth of the Chinese economy along with the growing use of mobile devices for commerce will continue to provide excellent investment opportunities, particularly for a firm like IDG Capital Partners which industry research shows is the most successful venture and growth capital investor in China.

Q The Eurozone continues to limp forward without real solutions to its debt problems. Do you see any hope of a real European recovery any time in the near future?

A Establishing a common currency in Europe, the euro, was a noble experiment. However, the economies of the countries in the Eurozone are quite different from one another. Their governmental processes are different. The culture of their people is different. Therefore, the resistance to having the local economy controlled by "outsiders" is very high. I think the problems in the Eurozone will not be resolved until the countries involved abandon the euro and go back to their own local currency. This will allow them to focus on solving their national problems without being frustrated by foreign supervision of their economies.

Q How many locations are there now for the McGovern Institute for Brain Research? Can you give an example of how this expansion allows the separate Institutes to help each other? And do you plan further expansion?

A We now have four locations for the McGovern Institute for Brain Research. One is at MIT in Cambridge, Mass. Another is at Tsinghua University, which is known as the MIT of China. Another is at Beijing University, which is often described as the Harvard of China. And, the other is at Beijing Normal University, which is the leading university for training teachers and doing research on the learning difficulties of young people.

A recent example of how the Institutes are helping each other is that a researcher at the McGovern Institute at MIT wanted to study the occurrence of autism in identical twins by doing periodic brain

continued on page 4

Late-night newsletter driving hundreds of thousands of after-hours views for NWW

Networking IT night owls are driving page views at Network World. An e-newsletter, Network World After Dark, created and launched in October by Online Executive Editor, News **Bob Brown**, is generating hundreds of thousands of new after-hours views for the site each month.

"We haven't done anything like it before," Brown said, "but the more we read and hear about people's non-traditional content consumption habits — that they tend to read a lot on their tablets and laptops at home at night — the more sense it made to try to hit them up with a newsletter at that time."

Bob Brown

Brown said the idea of a late-night newsletter was his, "although Online News Editor **Paul McNamara** came up with the name." Brown said that NWW sees "significant spikes in traffic" when its Daily News newsletters go out in the morning and afternoon. "We figured we could get away with adding one more late in the day without turning off our readers. It looks like some people do read it at night, although some look at it first thing in the morning."

Stories in the After Dark newsletter are compiled by McNamara and Brown, depending on the day. Content is pulled from Network World and its sister IDG Enterprise sites, as well as those of the IDG News Service, PCWorld and Macworld. While there is occasionally late-breaking news in After Dark, "we tend to fill it with some lighter stuff, blog posts, etc., that we can envision people taking time away from whatever else they might be doing at night to read," Brown said. "The newsletter goes to our production department only an hour or two after our afternoon newsletter, so there isn't usually a lot of new content from that day."

After Dark currently has 104,000 subscribers — "the same crew that subscribes to our morning and afternoon Daily News newsletters," Brown said. Performance has been "consistently good," he added. According to Network World's 'Top newsletters by click-through' from October through December as measured by Omniture, the top 25 is split almost evenly between the AM Daily, PM Daily and After Dark. "All of our newsletters are currently undergoing a redesign, so we're hoping that will boost performance even more," Brown said.

NWW editors put After Dark together by 5:30 p.m., and the production department sets the newsletter to go out at 10:00 p.m. Eastern Standard Time. "We played around with 9:00 p.m. and 11:00 p.m.," Brown said, "and didn't see a huge difference, so we went with 10:00 p.m., which we figured is late night for the U.S. East Coast and at least after work for most on the West Coast."

Brown said NWW VP, Production Operations **Chris Cuoco** and the IDG Enterprise production team are "key in getting the newsletters out to readers in a timely fashion. Our sales and ad operations teams have also been supportive."

> "The more we read and hear about people's non-traditional content consumption habits — that they tend to read a lot on their tablets and laptops at home at night — the more sense it made to try to hit them up with a newsletter at that time."
>
> *Bob Brown*

Brown said the idea of people being online and consuming content at non-traditional times was a theme at last year's IDG Global Product Line Meeting. "Of course, we don't really want to encourage people to be reading us in bed. We don't want some story on software-defined networking wrecking a marriage."

Contact Bob Brown.

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continued from page 3

One on one

scans on each twin to see how their mental development may differ. The researcher could only find a handful of parents with identical twins in the U.S. who would be available to participate in this experiment. However, by working with Beijing Normal University, they were able to provide hundreds of identical twins so the research is being done in a much more in-depth and effective way.

Looking to the future, we hope to establish a McGovern Institute in Europe in the near future and will continue to scout for new neuroscience research centers that would be well-qualified to partner with the other McGovern Institutes for Brain Research and accelerate the discovery of cures for mental illness and brain disease.

CEO World Forum opens with new leadership academy

IDG Vietnam and its CEO& CIO Club opened the new year with the second annual CEO World Forum, a two-day event in Ho Chi Minh City that brought together 300 CEOs and CIOs from companies in Vietnam, other ASEAN nations and around the globe; government leaders from the region and executives from financial organizations and the investment community.

Thirty-eight speakers and panelists addressed this year's theme — enterprise and investor opportunities in megacities — focusing on macroeconomic issues and the planning, legal aspects and infrastructure issues related to megacities. [A megacity is usually defined as a regional metropolitan area with a total population of more than 10 million people.]

Ho Chi Minh City, with a GDP growth rate of 9.2% compared with 5.2% for Vietnam as a whole as well as significant recent population and infrastructure growth and a strong business community, is poised to become a megacity. "The question is how best to connect the city and other neighboring provinces," said IDG Vietnam CEO **Tam Le**.

Panel discussion topics included fostering public-private partnerships, opportunities for small and medium enterprises, wholesale and retail markets and local and foreign investment in smart cities.

CEO World Forum attracted nine conference sponsors — among them IBM, AIG and BMW — and 24 contributors, including IDG Ventures Vietnam.

For the first time, in conjunction with CEO World Forum, IDG Vietnam hosted an executive program on leadership and risk management. Held the day before the forum, 30 C-level participants attended the invitation-only IDG Leadership Academy, among them executives from large corporations, VIPs from the Vietnam Bank Association and a former minister from the ministry of education and training.

CEO
WORLD FORUM
11 | 01 | 2013
Hội thảo | Forum
JABIL

*IDG Vietnam CEO **Tam Le** (far right) moderates a panel at the CEO World Forum.*

CEO World Forum also included a golf outing and a CEO&CIO Club meeting.

Building on its success from last year's inaugural event, the 2013 CEO World Forum drew more than 50 media representatives from national and local TV and radio stations and business and investment media outlets.

Write to IDG Vietnam PR Manager Tram Anh Pham. ■

IDG Campus offers Swedish employees a chance to expand skills

IDG Sweden employees embraced "Change" as part of last month's IDG Campus program. Now in its fifth year, January's edition of the twice-yearly, two-day program provided employees with 21 45- or 90-minute seminars, workshops and presentations led by in-house and external experts. Some of the sessions addressed How To Create Change, How to Perform Better On Stage and Getting Started with Video Production.

IDG Sweden Chief Marketing Officer **Martin Fältström** said the most popular session was one on how to be a better speaker. "For this session we brought in Magnus Widgren, CEO of the Schultz & Friends agency. He has given many presentations at a variety of IDG Sweden events, including previous IDG Campuses," Fältström said. Although attendance in IDG Campus is not mandatory, 130 out of IDG Sweden's 180 employees participated in one or more sessions.

"During its five years, IDG Campus has improved with each session, thanks to our talented internal and external presenters. Each version of Campus could be proclaimed 'Best Ever,'" Fältström said. "With Campus we want to give our employees the opportunity to improve within their skill set or get first-hand knowledge of something completely new. The win for IDG is that our staff increases its skills and at the same time we are perceived as an exciting employer."

An Instagram photo contest encouraged participants to share their photographs of the sessions they attended. The winning photo, taken by Miljoaktuellt Marketing Manager **Natanja Friedrich**, was judged by Campus organizers in conjunction with freelance photographer Martin Agfors, who led a session on Taking Better Photos With Your Mobile Phone.

*IDG Sweden employees were encouraged to take photographs during the IDG Campus program and share them via Instagram. At right, IDG Sweden Marketing Manager **Natanja Friedrich** shows off her winning photo.*

For more information, contact Martin Fältström. ■

noteworthypeople

Promotions

IDG WORLD UPDATE
Schultz

In a continuing effort to combine resources across **IDG Consumer & SMB** publications, Macworld Art Director **Rob Schultz** has been named IDG CSMB design director. "From the moment he came aboard eight years ago, he's been a fantastic creative leader and a pleasure to work with," said IDG CSMB SVP/Editorial Director **Jason Snell**. "I'm excited that he's agreed to take on this new task and coordinate the entire art department at IDG CSMB. Rob will continue to take the creative lead on Macworld's print and tablet-edition magazines. PCWorld Art Director **Beth Kamoroff** will continue to do excellent work leading the effort on PCWorld's print and tablet editions. The new designs of our websites dramatically raise the bar when it comes to online art, and we also continue to push the envelope with our tablet editions and ebooks. This unified art department gives us tremendous flexibility to continue doing great work in print while we also innovate in digital magazines and on the Web." rschultz@macworld.com

IDC China Call Center Coordinator **Linna Xia** is now senior call center coordinator. "Linna is based in ERS's Channel Survey Call Center in Beijing, which supports the interviews for all China-based product trackers and is equipped with 20 interview stations," said **Letchmy Ganapathy**, IDC Asia /Pacific associate director, End User Research and Statistics. "In her three years with IDC, Linna has diligently planned her projects, managed the interviewers, tracked costs to keep within budget and worked well with the product domain analysts to meet the tracker quality demand. She also tirelessly trained and retrained her pool of interviewers to support the China tracker business with more than 6,000 interviews annually." lxia@idc.com

Nash

CIO Senior Editor **Kim Nash** has been promoted to managing editor as well as its main cover story writer, "a dual role crafted to keep one of the best IT/business reporters in the business front-and-center with our readers while also expanding Kim's considerable skill set with some new editing duties," said **Maryfran Johnson**, editor-in-chief, CIO Magazine and Events. "She'll be taking on assigning and editing duties for our Grow, Run and Finish sections and also serving as a key player in our planning and production meetings." knash@cxo.com

JOE MOLA
Barry

Colleen Barry has been promoted from **CIO** copy editor to senior editor of copy and production. "This reflects her expanded role in print and print-to-online production and the additional duties she's so capably taken on in the last few months," Johnson said. cbarry@idgenterprise.com

Adeline Phua, IDC Singapore senior market analyst, Networking, has been promoted to senior research manager, Enterprise Networks. "Adeline joined the Enterprise Network group a little less than four years ago to run the Switch and Router tracker program and has done a commendable job of building an almost US$1.5M program," said **Rajnish Arora**, associate VP, Domain Research, Enterprise Computing. "Not only has she worked tirelessly to build the business, she has done a stellar job of painstakingly building and leading a team of four regional analysts. Being someone who is extremely soft-spoken, it amazes me time and again how she has a unique ability to get her viewpoints across, both within and outside IDC." aphua@idc.com

Senior Market Analyst **Surjyadeb Goswami**, also with **IDC Singapore**, has been promoted to research manager with the Enterprise Networking team. "Surjya joined the team in 2010 has since proven himself to be a strong contributor and an excellent team player," Arora said. "He has successfully managed the WLAN and ANS tracker for more than two years. He accomplished the task of stabilizing the WLAN research program while constantly grappling with high degree of turnover in the country offices over the past couple of years. He consistently demonstrates strong people management skills, whether working with clients or being a mentor and trainer to the new analysts." sgoswami@idc.com

IDC Indonesia Senior Research Manager **Sudev Bangah** has been promoted to Head of Operations - Indonesia. "In this position he will assume management control and responsibility for IDC's business in one of our most important and promising emerging markets," said **Jim Sailor**, general manager, IDC ASEAN. "In his nearly five years with IDC Sudev has established himself as an outstanding consultant, strategic thinker, and all-around contributor to IDC. He is a sought-after speaker and rounds out his considerable consulting prowess with exceptional business development and team leadership skills." sbangah@idc.com

New employees

Mozeleski

Christina Mozeleski joins **IDG TechNetwork** as international sales coordinator. Previously a client services specialist with MediaWhiz, she attended New York's Fordham University where she received a degree in business administration with a concentration in marketing and management and economics. In her free time she is "a travel enthusiast, kickboxer, volunteer and avid shelter-dog lover." christina_mozeleski@idgtechnet.com

Fernandes

New at the **IDG International Controller's Office** in London is Financial Controller **Paula Fernandes**. She was previously an external audit manager with PricewaterhouseCoopers' London Top Tier Group. A graduate of New Zealand's University of Auckland, she holds a bachelor of commerce degree with a major in accounting and commercial law, as well as a graduate diploma in management; she is also a chartered accountant and a member of the New Zealand Institute of Chartered Accountants. She enjoys traveling around Europe, tennis, running and theater. She spent December in rural Kenya on a volunteer project split between providing care at an orphanage and performing research activities on endangered Rothschild giraffes as part of an African savannah project in a national reserve. "The experience was incredible: challenging, humbling and liberating all at the same time." paula_fernandes@idg.com

Matthew Finnegan joins **Computerworld U.K.** as a reporter covering financial services, data centers and private sector IT-project news. He was previously a reporter with the tech news site TechEye and channel news site ChannelBiz. He studied English literature at the University of Westminster and enjoys playing music. matthew_finnegan@idg.co.uk

PETER SHORT
Marston

New with **IDC Framingham**'s Application Development, Testing, and Management Services program is Research Manager **Pete Marston**. Previously a product manager with Verndale, he earned a B.A. in economics from Connecticut College and an MBA in finance and technology from Babson College in Wellesley, Mass. Outside the office he enjoys kitesurfing and alpine skiing. pmarston@idc.com

anniversaries

32
Karen Weston IDC

26
Paul Mercer IDG Communications

25
Gregg Pinsky IDG Communications
Laura Brady IDG

20
Scott Lum-Duenas IDG Consumer & SMB

18
Barbara Simon IDG Australia
Julie Boudreau IDG

16
Patricia Josefek IDG Communications
James Niccolai IDG News Service

15
Jeff Coles IT World Canada
Kate Zinn IDG Global Solutions

13
Donald Jin IDC
Brad Nickerson IDG

10
Melinda-Carol Ballou IDC

9
Jason Cunliffe IDC
Efrain Lopez IDC
Todd White IDC

8
Joseph Barkai IDC
Michael Witty IDC

7
Helena Hajsterova IDG Czech Republic
Rune Pedersen IDG Denmark

6
Michelle Hockman IDC
Mikael Salo IDG Sweden
Pam Stenson CXO Media
Tina Marfori IDG Consumer & SMB
Susan Celli IDG World Expo

5
Alexis Bartiromo IDG Communications

4
Jason Fleckles CXO Media
Marci Yamaguchi Hughes IDG World Expo

3
Mahalingam Venkatesan IDC
Ousmane Keita IDG Czech Republic
Vratislav Pavlik IDG Czech Republic
Nina Barnes CXO Media

2
Min Song IDC
Carlo Davila IDC Peru
Monica Goddard IDG Connect International
Irena Dukbova IDG Czech Republic
Åsa Schelin IDC Sweden
Paula Estrutti Campelo Now! Digital Business
Jorge Amador IDG TechNetwork
Ferd David IDG TechNetwork

1
Catherine Soper IDC
John Weber IDC
Kazuhiko Fujimoto IDG Japan
Derek Du-Preez IDG U.K.
Mehmet Semerkant IDG Germany
Stephanie Seeley IDG Communications
Thor Olavsrud CXO Media
Thomas Alexander IDG Consumer & SMB

All business units are invited to send employee anniversary information to world_update@idg.com.

PC-WELT raises funds for charity that gives computers to hospitalized children

*(L-R): **Sabrina Schmidt**, IDG Tech Media senior marketing manager; **Paco Panconcelli**, VP, Sales, IDG Tech Media; Wera Röttgering, Herzenswünsche CEO; **Jonas Triebel**, publisher, IDG Tech Media; and Helmut Foppe, Herzenswünsche CEO.*

A longstanding charity effort by IDG Germany's PC-WELT once again brightened the holiday season for some hospitalized children. Thanks to a microsite offering free software downloads, PC-WELT raised 7,500 euros (US$10,000) for the Herzenswünsche ("Heartfelt Wishes") charity's Notebook program, which provides notebook computers to seriously ill children and teenagers so they can stay in touch with friends and classmates, surf the Web and watch movies.

Eight companies — including Kaspersky, Samsung and Sony Mobile — bought ad space in PC-WELT's eight-page December Christmas Shopping advertorial. Using the advertorial, shoppers could get the advertised products at a special holiday price.

"Every product in the advertorial had a note directing potential buyers to an online microsite for more information on the products," said **Sabrina Schmidt**, IDG Tech Media senior marketing manager. The microsite, which was also promoted across pcwelt.de and on the PC-WELT Facebook page, was also home to a lead-generating free raffle for some of the advertised products — more than 24,000 readers signed up for the raffle — as well as 24 free daily software downloads throughout the month of December.

"We got the software packages — security, backup, image editing, music/video editing, etc. — free from the manufacturers," Schmidt said. PC-WELT then donated 10% of the cost of each software package downloaded to Herzenswünsche. "We had about 50,000 downloads," Schmidt said, which meant 5,000 euros ($6,700) for Herzenswünsche.

"We also organized a fund-raising campaign at betterplace.org, where our readers could directly donate and support Herzenswünsche and give back a little for the free software they got." That campaign raised an extra 489 euros ($660).

IDG Germany President and CEO **York von Heimburg** and IDG Tech Media Publisher **Jonas Triebel** provided 2,011 euros ($2,700) from their budgets, bringing the final total to 7,500 euros. PC-WELT has been running similar holiday promotions for Herzenswünsche for the past 10 years and last year raised 5,225 euros ($7,000) for the charity.

For more information contact Sabrina Schmidt. ■

unsunghero

William Patin

Video producer

IDG Entertainment Media

*IDG Entertainment Media Publisher **Andre Horn** named **William Patin** as his group's Unsung Hero. "William is a self-taught video wizard who regularly manages to impress his colleagues and our clients with his skills in video post-production, special effects and 3-D animation. Praise for our videos mostly goes to the hosts in front of the camera, while William's great work behind the scenes rarely gets acknowledged."*

Name William Patin

Home Munich, Germany

Career path I joined IDG as an intern, became a trainee and am now a video producer.

Primary job responsibilities I'm in charge of the production of our YouTube Original Channel High5. I film; direct; edit; create assets, graphics and visual effects; mix audio; encode and more. Finding quick, effective solutions while we keep the quality of our output high is the key to our success.

Three things I do in a day's work

- Communicate with our hosts/editors about new ideas, topics and formats.
- Monitor YouTube, our community, social media comments and reactions of our audience.
- Keep explaining to my editorial team why it won't be possible for them to reenact Felix Baumgartner's record-breaking skydive, have them land on the U.S.S. Eisenhower, fight Godzilla in New York City with a F18 Hornet and then catapult them to their desks as a special intro for tomorrow's program.

What I love most about my job The ability to create new content every day and the flexibility to realize ideas. Different tasks require different skills, but I often manage to use my 3-D program, compose a small tune in my sequencer and create new logos in Photoshop. It is that freedom that makes my job special.

A hot-button issue I'm dealing with on the job The video-editing market has been evolving a lot. While new functions are implemented with each release, bugs that have persisted for years are not being fixed. The professional markets are not the ones a major company should experiment with. It's a negative evolution that I would like to see reversed.

***William Patin** joined IDG Entertainment in 2006.*

What I'm doing to be a better employee I keep optimizing our post-production workflows and try to stay up to date. It is very important to me to give our work its own character so it stands apart from the competition.

What others can't tell just by looking at me I've been playing American football since I was a teenager and was on the Junior French National Team. After a long break, I started coaching teenagers, and we have produced a lot of great talents who are now playing in Senior 1 Division teams in the German Football League. It's been a great time, and I've learned a lot during my six years of coaching.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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IDGWorldUpdate

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ONE ON ONE - page 3 | NEWS - page 4-5 | ANNIVERSARIES - page 7 | CELEBRATING 20 - page 8

Attendees drive revenue at IDG Poland's social media event

The SocialMediaStandard attracted marketers who wanted to learn about the practical uses of social media in business. Substantial end-user revenue helped drive revenue above forecast.

SEE MORE ON PAGE 4

Top News

New steering committee guides Mobile Hub

One on one: IDG TechNetwork Director of Marketing Daniella Krieger on the company's redesigned site

Product Line Meeting speaker videos cover wide range of business topics

IDC's Barbara Costello discovers a passion for sheep-herding shepherds.

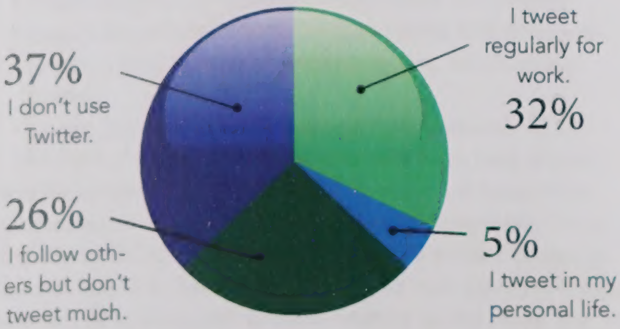
SEE MORE ON PAGE 5

Celebrating 20: IDG Germany President & CEO York von Heimburg goes on safari.

SEE MORE ON PAGE 8

Question of the week results

What's your Twitter M.O.?



Log on to www.idgcentral.com to vote on this week's question:

When was the last time you played a game on a mobile device?

CLICK HERE

Photo of the Day: East Meets West

*In an effort to consolidate IT platforms and services, IDG Technical Services Group will be taking over management of IDG Consumer & SMB's IT department. The Framingham, Mass.-based TSG team came out to San Francisco earlier this month for a meet-and-greet with the CSMB group (and brought gourmet doughnuts). (L-R): **Wally Clegg**, IDG CSMB IT manager; **Nancy Newkirk**, IDG Corporate Services Group VP Technology/CIO; **Ching Lee**, CSG network administrator; **Dan Dudziak**, CSMB IT technician; **Kory Salsbury**, IDG Communications technical support analyst; **Rob Rebecchi**, CSG technical support manager; and **Bob Gleason**, CSG network services manager. Click here for more Photos of the Day on IDG Central.*

IDG Mobile Hub gears up for a productive year

Cross-functional group open to all IDGers with an interest in mobile business

With some introductory remarks from IDG Communications CEO **Bob Carrigan** who pledged to remain in close touch with the group, the newly reorganized IDG Mobile Hub held its first conference call of the new year last week. Calling it one of the largest and most successful cross-functional group at IDG, Carrigan stressed the important role that the more than 100 Mobile Hub members can play in helping IDG to stay ahead of the mobile curve by exchanging ideas and sharing their successes as well as their challenges.

Finnie

Butson

Wakefield

Linde

Engstrom

Carstensen

Launched in 2010 as a global peer-to-peer exchange platform to facilitate and accelerate the sharing of best practices and new product ideas, the Mobile Hub is open to any IDG employee (or licensing partner) interested in any aspect of mobile, be it technology, business or content. For the past two years, IDG Consumer & SMB SVP, Digital Products **Ulla McGee**, has served as the group's primary facilitator. Beginning this month, the group will be led by a steering committee composed of the following people:

- Laurie Butson, director, IDG Training and Development
- Christina Carstensen, director, mobile strategy, IDG Global Solutions, EMEA
- Anders Engstrom, mobile project manager, IDG Sweden
- Scot Finnie, editor-in-chief, Computerworld, IDG Enterprise
- Karsten Linde, director of mobile business, IDG Business Media
- Lauren Wakefield, project manager, IDG Consumer & SMB

Members of the steering committee have been hard at work behind the scenes for several weeks. One of the first projects being undertaken is an update of the Mobile Hub Community Group workspace on IDG Central. The goal is improve the way content is sorted and stored for easier access by Mobile Hub users, explained Carstensen, who, along with Linde, is heading up this effort. The workspace serves as an easily accessible repository for documents, code, presentations and other resources, which can be uploaded and downloaded by any member of the group. The site also offers a place to ask and answer questions of other members and a forum that will host discussions on various mobile-related topics.

In addition, the steering committee is establishing two sets of conference calls that will strengthen the flow of information among members of the Mobile Hub. All of these calls will be recorded and made available on the Mobile Hub community group for colleagues unable to call in. Four times a year the group will organize "All Hands Calls," which all members of the Mobile Hub community are encouraged to dial into. The calls will typically last one hour and will serve to update members on various areas of progress related to mobile throughout IDG.

A second set of conference calls — the monthly Mobile Discussion Series — will each focus on a specific area of mobile activity within IDG. While these calls, too, will be open to anyone interested in the topic, they are intended to allow employees who are actively engaged in a particular aspect of mobile development to enter into a deeper discussion with colleagues doing similar work.

During last week's call, Wakefield shared a list of proposed topics for the first 10 calls. These include:

- Responsive design vs. dedicated mobile sites
- Mobile video
- Native apps
- Mobile partnerships
- App store markets
- Mobile users vs. tablet users
- Advertising—what's your mobile strategy?
- Mobile product design
- Mobile-tailored content
- Mobile CRM

All current and new members of the Mobile Hub Community Group are invited to visit the group's site on IDG Central and fill out the brief survey ranking the topics above in terms of level of interest. The first call in the monthly discussion series will take place in February. The next All Hands call will take place in March. Members of the Mobile Hub community group will receive more specific date, time and topic information via email. To join the IDG Mobile Hub community group, go to www.idgcentral.com, click on People/IDG Community Groups. Scroll down to the Mobile Hub and click on the green plus sign next to Join Group at the top right corner.

For questions, contact a member of the steering committee. ■

OneonOne

Daniella Krieger

IDG TechNetwork

The director of marketing at IDG TechNetwork is this week's columnist. Reach her at daniella_krieger@idgtechnet.com.

> "Display is still a very large part of our business, but we also sell lead generation and mobile ads, have launched an extremely successful video network, invested in a data platform that is currently a cross-IDG initiative, and we have a full-service custom solutions team whose sole purpose is to innovate and develop first-to-market products for our clients."

Q IDG TechNetwork recently relaunched its website. What prompted that?

A We decided to relaunch our corporate website for a number of reasons, the most important being to properly convey exactly what the TechNetwork stands for in 2013. The original site was created about four years ago when the TechNetwork originally launched. Back then, our mission was much simpler: we were an ad network selling display advertising. Over the years the company has capitalized on the changing and fast-paced advertising market by staying ahead of the game and developing products that have placed us in the forefront of digital advertising. Display is absolutely still a very large part of our business, but we now also sell lead generation and mobile ads, have launched an extremely successful video network, invested in a data platform that is currently a cross-IDG initiative, and we also have a full-service custom solutions team whose sole purpose is to constantly innovate and develop first-to-market products for our clients.

Our challenge was figuring out how to tell a cohesive and simple-to-digest story as an ad network, but with a suite of products that made us look more like a full-service media company. A new site had been under discussion for a couple years, but with most of the company's resources focusing on direct revenue-generating opportunities, it was on the back burner. When the TechNetwork hired a marketing team, we had the perfect opportunity to move ahead with this initiative.

Q What are the objectives of your new site, and who is your target audience?

A The main objective of the site is to tell our story to our clients and prospects. We need to showcase our products and services in a way that both engages visitors and makes a compelling case for partnering with us.

Our target audience is current and prospective clients as well as future employees. There is amazing talent out there, and the TechNetwork is constantly growing. We know that it's the people who drive the success of our company, and in order to attract the best minds in innovation and design, we needed a site that proves we are the leaders in both of those categories.

Q How much was changed on the site?

A We completely overhauled the site from A to Z. The only elements we stuck with were our logo and its color scheme; everything else, from design to copy, was created from scratch.

Q Did you develop and design the site in-house or use an agency?

A We used the same agency for both the design and development. Going external for this project was a tough decision for us because we have such fantastic and talented designers and developers within Tech Media Lab (our custom solutions team), but we quickly realized that we did not have the internal resources to complete the project in the time frame we needed. I had three months to complete the project, so I had to be extremely focused and deadline-oriented. Using an external agency was the most efficient route. Using the same design and development team was also a great decision as it meant fewer people to manage. They were all so familiar with the site, that we didn't need to waste time discussing functionality when it came to the development phase.

Q What were you looking for in a design team?

A IDG TechNetwork has a culture of young, passionate, hard-working and extremely bright individuals. The environment feels more like a family rather than employees who just work together. That energy coupled with our innovative products was what I most wanted to convey through the site.

I had a specific idea of what I wanted it to look like, but it was very different from what our industry and IDG was used to. In order to get this look, I chose designers who had consumer experience and style and who weren't actually familiar with the technology market. It paid off, in my opinion. Not only is the design fresh and engaging, but the designers were great guinea pigs throughout the process ensuring that all of our positioning and copy was simple enough for anyone to understand. This was particularly important given that our story in the market — and even within IDG actually — has been challenging to explain.

Q Did you have budget constraints?

A One of the most important factors in hiring an agency was, of course, budget, which we had very little of. I needed to find a small shop that had the look of a big-time agency. Luckily, one of the first agencies we met with was a husband and wife team out of Brooklyn who had a fantastic portfolio

continued on page 6

Attendees, not sponsors, drive revenue at IDG Poland's social media event

Members of the SocialMediaStandard team included (top, l-r): ***Aneta Przytuła****, direct marketing and sales specialist,* ***Ewa Łozowicka****, direct marketing and sales director,* ***Renata Wargocka-Grabowiec****, promotion and conference organization specialist,* ***Ewa Gruczek****, pressroom coordinator,* ***Aleksandra Krupinska****, event department assistant. (Seated, l-r):* ***Ewa Jadczak****, marketing specialist,* ***Konrad Mroczek****, digital marketing manager,* ***Karolina Wojtyła****, key account manager.*

Underscoring the huge interest in the use of social media for business, IDG Poland's SocialMediaStandard event late last year attracted a high-powered audience of end users who helped push revenues beyond those forecast for the event.

Tied to IDG Poland's Internet Standard site, which covers Internet business and advertising trends, event revenues came largely from users, not sponsors. A print SocialMedia guide as well as videos of event presentations sold on a disk drive or tablets continue to add to the event's bottom line.

According to **Konrad Mroczek**, IDG Poland digital marketing manager, the purpose of the event was "to educate marketers on the practical uses of social media in business. There were no soft subjects like public relations, brand building or engagement," he said. "Because our speakers were so strong — managing directors, communications directors, interactive marketing heads, CEOs, social media directors and others — we had a limited number of sponsors and partners," Mroczek said. "Paid speakers with a sales pitch could have lowered the reputation of our strong industry brand. We preferred to have just a few highly respected media partners." (Among the 13 media partners were Interia.pl, Gazeta.pl and WP.pl.) He added that sponsor income accounted for only 15% of the event's revenue.

Conference prices for attendees ranged from 292 euros (US$390) for early registrants, 263 euros ($351) for attendees of previous SocialMediaStandards or 410 euros ($548) for regular registration. Attendees received a 1% discount if they mentioned the event on their Facebook page.

Mroczek said the 204 attendees included e-business managers, Internet publishers and venture-capital and e-commerce specialists. The event's audience crossed a wide range of small, medium and large businesses.

RAPORT
INTERNET STANDARD
social media
W BIZNESIE

In conjunction with the event, IDG Poland produced a guidebook with social-media industry information and research reports.

"We invited marketers and IT business owners who wonder about the wisdom of investing in social media," Mroczek said. "The event was designed as an opportunity to exchange ideas and establish business contacts."

The two-day meeting had 24 high-level speakers from leading advertising and SEO agencies, research companies, e-commerce platforms, media monitoring firms, along with local representatives from Google, YouTube, Facebook and Oracle.

Being a social media event, IDG Poland promoted it on Facebook, Google+, Twitter, Pinterest, SlideShare, Linked In and YouTube, among other social media sites, as well as IDG Poland's PCWorld, Computerworld and Internet Standard sites.

"E-mailing to precisely targeted databases was one of our most important attendee-acquisition channels," Mroczek said. "We had special discount codes for various groups of recipients and used HTML formats as well as text to optimize results."

Twelve hours of speaker presentations were recorded during the event, which were then sold either on a 320GB hard drive for 240 euros ($320), a Samsung Galaxy Tab2 tablet for 558 euros ($745) or an Apple iPad (679 euros or $900). IDG Poland has just begun to advertise them.

The IDG Poland event team also produced a 160-page event guidebook, "Social Media in Business," full of social-media industry information and research reports. The hardcover book sells for 23.7 euros ($30); event attendees will receive a 50% discount for a limited time. A shorter, PDF version of the guide was also produced after the event as a lead-generation tool.

Each speaker was encouraged to promote the event through their own social media, marketing and communications channels.

The next SocialMediaStandard is planned for November. It will be preceded by the latest iterations of IDG Poland's AdStandard, a conference targeting ad agencies in March, eCommerceStandard in April and September and MobileStandard in May.

For more information contact Konrad Mroczek. ■

Offsite profile

IDC's Barbara Costello doggedly pursues training regimen

Above: IDC Global Account Manager ***Barbara Costello*** *watches as Duchess prevents her charges from making a break for the gate. Below, Duchess demonstrates her ability to wait patiently while Costello pens the sheep.. "This is harder than it sounds because the dog is convinced that she needs to help the sheep get through the gate!" Costello said.*

When IDC Global Account Manager **Barbara Costello** agreed to take temporary custody of her son's rambunctious six-month-old puppy, she never dreamed she was about to enter a new world filled with sheep and ducks and cattle and the dogs that live to herd them.

"Duchess is a super high-drive GSD [German Shepherd Dog] — extremely athletic, very busy and 'in charge' all the time," said Costello, who joined IDC's San Mateo, Calif., office in November. To gain some control, she decided to start obedience training. "Then, of course, I fell in love with her and ended up finding my son a more easygoing shepherd that was a better fit for his family."

Though she had no prior experience with the breed, Costello said she was soon hooked. "They are totally unlike other dogs. They are incredibly intelligent, intuitive and protective dogs that are happiest when they have a 'job.' They are very much pack animals and need a strong pack leader who commands their respect," she said. "If they don't think you are in charge, then they will take charge — and that is usually not good."

Costello said she spent a couple of years trying different things with Duchess — mainly competitive obedience and agility training. "She is good at obedience but I didn't enjoy it much," Costello said, "and she made it clear she thought agility training was just stupid."

So Costello said she decided to have her "aptitude tested" for herding — the work for which her breed was originally developed — and when she scored high, Costello said she decided to give it a try.

She found a trainer about an hour from her home and she and Duchess traveled there once a week to work with the trainer and her flock of sheep. After six months, Duchess earned her first two titles: Herding Tested and Pre-Trail Tested. Likening that accomplishment to kindergarten, Costello said the real work begins now.

The dogs are taught to respond to voice commands ("away" means go to the right, "come by" means go to the left, and "out" tells the dog go gather up the animals it is herding, for example) because "when you send your dog after sheep they may disappear over a hill. They need to hear your commands but they also need to be able to think for themselves."

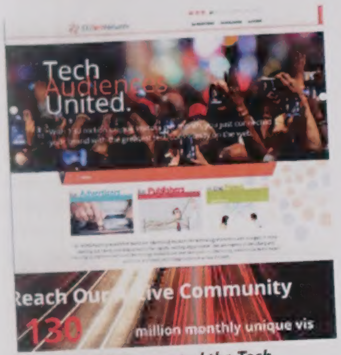
Herding is something that a dog has to want to do instinctively, Costello explained. "You can't teach the instinct to herd. You can teach the directional signals, but the dog has to do a lot of thinking on its own."

"Watching a skilled dog work sheep or ducks is incredible," she said. "I can watch dogs work at a trial all day. You are outdoors, surrounded by green grass, it's quiet and the partnership between you and your dog is amazing."

About a year ago, Costello got a second GSD, a male named Kilo, who she says has "tons of natural ability" and a promising future as a competition herding dog. She is hoping to have him ready for his first competition by next summer.

"This is literally a sport that takes both handler and dog years to learn," Costello said. "We are at the very beginning of this discipline, and it is a long, hard road to get down, but an incredibly rewarding one as well," she said.

Contact Barbara Costello. ■

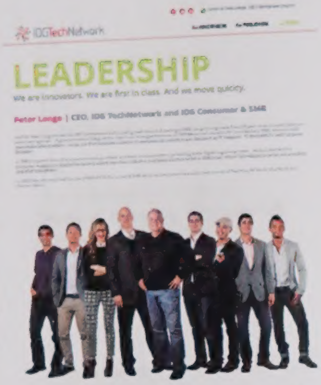


Tech Audiences United.

Reach Our Active Community

130 million monthly unique vis

Kreiger said she wanted the TechNetwork site to convey the sense of passion and excitement that pervades the company. The homepage does this with its big, dynamic content area and strong images.



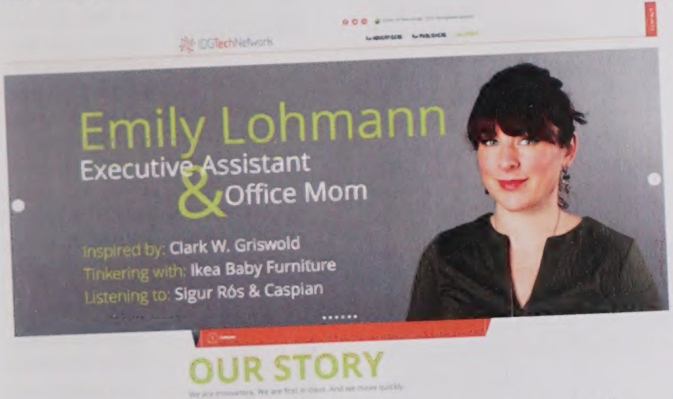
IDGTechNetwork

LEADERSHIP

We are innovators. We are first in class. And we move quickly.

Peter Longo | CEO, IDG TechNetwork and IDG Consumer & SMB

"I love the feeling this image conveys — Pete Longo as the head of this big family that the TechNetwork has become," said Kreiger.



IDGTechNetwork

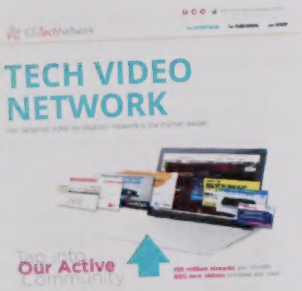
Emily Lohmann
Executive Assistant
& Office Mom

Inspired by: Clark W. Griswold
Tinkering with: Ikea Baby Furniture
Listening to: Sigur Rós & Caspian

OUR STORY

We are innovators. We are first in class. And we move quickly.

"Our employees are the driving force behind the success of TechNetwork and we wanted to find a creative way to illustrate that," Krieger said.

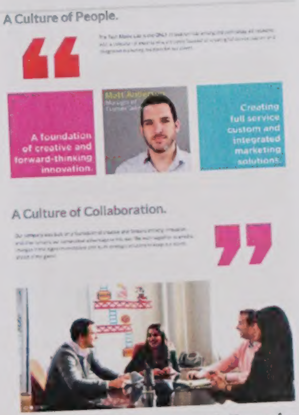


IDGTechNetwork

TECH VIDEO NETWORK

Tap into Our Active Community

Video has been one of the TechNetwork's fastest growing products to date, serving 150 million streams per month.



A Culture of People.

A foundation of creative and forward-thinking innovation.

Creating full service custom and integrated marketing solutions.

A Culture of Collaboration.

TechMediaLab comprises a full-service custom solutions team whose sole purpose is to innovate and develop first-to-market products for clients.

Continued from page 3

One on one

and website.

Q How did you find the agency?

A As with anything I do now, I turned to friends and social media. I immediately posted on my Facebook page that I was looking for a design team to create a site, and I got tons of responses very quickly. I also reached out to my personal network of friends in different industries like music, fashion and art because I knew I wanted a site that looked more like that of a design agency or a consumer magazine. A friend who works at Vogue forwarded my email to her art department, which recommended the team we ultimately went with.

Q How did you start the design process?

A We were very lucky because the only design element that we had to stick to was our logo. Everything else was a blank slate. Both **Pete** [**Longo**, CEO of IDG TechNetwork] and **Brian** [**Gleason**, chief revenue officer] were extremely open to all ideas, so we were able to incorporate most of our out-of-the box ideas. Our industry is flush with new online innovations and creative talent, so to me this was a marketer's creative dream. We started by outlining the necessities of the site (like what went into the nav bar, being able to promote company activities on the homepage and creating a simple user experience) and then created a wireframe.

Then came the fun part. I began researching hundreds of sites across the Web from all different types of industries for elements that spoke to me. I looked for unique functionality, art, color schemes, ways to portray culture, product promotion, etc. What stuck out most were the sites that were obviously created with passion. It's difficult to describe, but when you land on a site or view art that was created by someone who is passionate, you can tell. I knew that I wanted that for our site. You can see it incorporated in both bold and subtle ways like on the homepage with its big, dynamic content area and strong images, or throughout the site with little touches like the Spotify integration, our featured employees and the animations throughout.

Q What were the most important elements you wanted to highlight while creating the site?

A We wanted to showcase three key elements from the get-go: our work, our people and our culture. I started with the TechNetwork around 11 months ago, which gave me a very fresh perspective on the company. I have never seen a better culture with more passionate people, and coupled with the amazing work we produce, I thought those three things needed to be highlighted. It's what sets us apart from our competition. We have unique competitive advantages that will help our brand move forward, and my mission throughout this process was ensuring that we represented our strengths in an engaging and innovative way. My goal was to have a visitor leave the page and think about it a few hours later, and a few days later, and either send us an RFP, become part of our network or apply for a job. ■

oteworthy

New employees

PETER SHORT
MacLean

Keith MacLean joins **IDC Framingham**'s Health Insights group as a senior account executive. Previously a senior sales executive with Advisory Board Co., he holds a degree in political science from Curry College in Milton, Mass. In his free time he enjoys skiing and competitive sailing. kmaclean@idc.com

Dcruz

IDC Singapore has hired **Sheethal Dcruz** as a market analyst with its Services group. She has more than five years' experience in business analysis and software development in the finance and banking sectors. A graduate of India's VTU University, she holds a degree in electronics and communications. In her free time she enjoys cooking, the beach and music. psdcruz@idc.com

Duncan

Previously a lecturer in management at Charles Sturt University, **Glen Duncan** joins **IDC Australia** as an Infrastructure research manager. He holds a Ph.D. from Sydney's University of Technology; his thesis focused on strategic frameworks for managing corporate knowledge. He enjoys running, swimming, cycling and exploring other cultures. glenduncan@idc.com

Yadav

IDC India has hired **Manish Yadav** as a market research analyst. Most recently an engineer specialist with Virtusa Consulting Services, he holds an MBA from India's Amity University. In his free time he enjoys playing badminton and taking adventure trips. manishyadav@idc.com

anniversaries

18
Richard Bailey *IDG U.K.*

17
Jozef Muszynski *IDG Poland*

15
Kevin Ebmeyer *CXO Media*
Thomas Pedersen *IDG Denmark*
Christian Möller *IDG Germany*

14
Steffen Berchtold *IDG Germany*

13
Hannah Richardson *IDG Australia*

12
Makie Okashiro *IDG Japan*
Javier Presa Vazquez *IDG Spain*
Arthur Payne *IDG Sweden*
Marie-Henriette von Wangenheim *IDG Germany*
Bärbel Zöger *IDG Germany*

11
Debi Temple *IDG*
Sigrun Rüb *IDG Germany*

10
Max Cooter *IDG U.K.*
Mike Gee *IDG Australia*

9
Mimei Ito *IDC Japan*
Sverker Brundin *IDG Sweden*

8
Gary Crandall *IDG*
Torgny Södrin *IDG Sweden*

7
Yukiharu Yorifuji *IDC Japan*
Lars Jacobsen *IDG Denmark*

6
Sandra Adlesgruber *IDG Switzerland*
Hiroyuki Tsuzuki *IDC Japan*
Joanna Golaszewska *IDG Poland*
Agata Kuron *IDG Poland*
Simon Hülsbömer *IDG Germany*

5
Alexandre Campos *IDC Brazil*
Hiroshi Shibutani *IDC Japan*
Andrzej Maciejewski *IDG Poland*
Brian Jackson *IT World Canada*
Daniela Kretschek *IDG Germany*

4
Wijnand Plekker *IDG Netherlands*
Jasper Bakker *IDG Netherlands*
Patricio Soto *IDC Chile*
Russell Kearney *IDG U.K.*
Regina Eggerstorfer *IDG Germany*

3
Takashi Miyazono *IDC Japan*

2
Eva Melin *IDG Sweden*
Ingrid Helander *IDG Sweden*
Demir Aysen *IDG Germany*
Kerstin Wöldering *IDG Germany*
Karen Pemberton *IDG Australia*
Kanupriya *IDC U.K.*

1
Anders Ebbesen *IDC Nordic*
Jesper Markmann *IDC Nordic*
Andrew Fraser *CXO Media*
Kelly Garabadian *CXO Media*
James Lenza *IDG Enterprise*
Lauren Eckenfelder *IDG*
Sara Tuit *IDG Netherlands*
Sergio Henrique Ferraz de Souza *IDC Brazil*
Brian Bloom *IT World Canada*
David Hamilton *IT World Canada*
Chieko Ootsuji *IDG Japan*
Gaelle Saint-James *IDC France*
Rikke Rosvall *IDG Denmark*
Robert Hendel *IDG Denmark*
Joao Matos *IDG U.K.*
Nicole Bruder *IDG Germany*
Nermin Bajrik *IDG Australia*

Videos on site redesign, social media, events and more

Catch up on the new approaches IDG business units are trying across a wide range of functional areas including events, ad networks, code sharing, web design, mobile strategies and more.

Employees from business units around the world who led panel discussions at the Global Product Line Meeting last year summarized key themes and projects during video interviews that are now on IDG Central (see examples below).

More videos from the meeting, including IDG Communications CEO **Bob Carrigan**'s presentation, are available. Go to the GPLM section of the Home tab on IDG Central.

***Aaron Jones**, CTO, IDG Communications, explains the major site redesigns of PCWorld and Macworld and the launch of TechHive this fall. He talks about moving to one CMS for all brands and what he's learned.*

***Brian Carlson**, Online Editorial Director, IDG Enterprise, talks about the development of their social media task force and gives tips on how marketers and editors can extend their content into the social web.*

***Paul Kent**, VP/GM (Macworld/iWorld), IDG World Expo, discusses top trends in large and small events, and how to make sure they are successful in educating the audience and providing them with great content.*

celebrating20

York von Heimburg

President & CEO

IDG Germany

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Germany's York von Heimburg traveled in southern Africa with his wife, Erika, and sons Fabian and Patrick.

Joined IDG Germany

1992 as general manager of IDG Magazine Verlag (PC-Welt and Macwelt). Named president and CEO of IDG Germany in 2003.

Why I chose this trip

I had traveled a lot in the northern part of Africa — Egypt, Tunisia, Morocco and Gambia — but I had never been to the southern part of Africa. My family and I were keen to go there to watch animals, to enjoy the great landscape, including the unique sky, and to learn more about the people and the continent.

Where we traveled

We visited three national parks: Chobe National Park in Botswana and Hwange National Park and Matobo National Park in Zimbabwe.

Trip highlights

For all of us it was a great and completely new adventure. Seeing all the wildlife and the amazing landscapes was impressive, but it was also a great experience to stay in three different camps and meet a lot of interesting people at the camps and during our travels.

Each camp has about 10 to 20 guests who do a lot together between sharing meals and joining the game drives. We had many nice conversations with the excellent rangers, with the U.S. ambassador to Zimbabwe and his family, with a young couple newly married in Zimbabwe (the wife was born in Zimbabwe, her husband was from the U.K.), development workers and young Zimbabwean people who are returning from abroad to build up the country. All of these young people told us that Zimbabwe and other countries now need the help of people who had left the countries due to political problems. Now many of them are willing to come back to build their countries, fight against corruption and exploitation of resources and provide innovation in farming, science and technology. Africa needs this engagement of the young people, and we should support them all! After this trip I am more convinced than ever that Africa will be the next economic and cultural hotspot. IDG should be much more present in this part of the world. ■

Zebras at the Hwange National Park.

A family of elephants strolled by at Chobe National Park in Botswana.

We visited Victoria Falls on the border of Zambia and Zimbabwe (from left): me, Patrick, Erika and Fabian.

This curious resident came close to our car at Hwange National Park.

Amazing wildlife was all around us.

thanksto

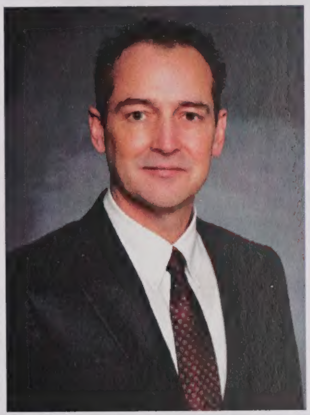
The editors of IDG World Update would like to thank the following people who assisted with this issue:

Laurie Butson IDG
Barbara Costello IDC
Daniella Krieger
IDG TechNetwork
Konrad Mroczek *IDG Poland*
York von Heimburg
IDG Germany

IDG World Update
EMPLOYEE NEWS AND INFORMATION
21 JANUARY 2013 | VOLUME 43, NUMBER 3 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 4-6 | ANNIVERSARIES - page 8 | UNSUNG HERO - page 9

IDC's Steven Frantzen earns Chairman's Cup for 2012



Frantzen

Steven Frantzen, IDC senior vice president EMEA region and managing director, CEMA region, is the winner of the IDG Chairman's Cup for 2012. The IDG Chairman's Cup is presented annually in recognition of management excellence by IDG Chairman **Pat McGovern**.

Originally hired as a contractor at IDC's Framingham, Mass., office, Frantzen joined IDC Germany in 1990 as the company's first employee dedicated to IT research for Central and Eastern Europe (CEE). Since that time, McGovern noted, he has grown IDC CEMA (Central & Eastern Europe, Middle East & Africa) from zero revenues in 1990 to a $37 million IT & telecom research business in 2012 with offices in more than 20 countries conducting research covering 60-plus countries throughout Central and Southeast Europe, Russia/CIS, Central Asia, the Middle East and Africa and with more than 290 employees through the CEMA region.

In the early 1990s, Frantzen helped to establish a regional CEE headquarters office in the Czech Republic. For much of the next decade he resided between the Czech Republic and Germany, before finally making the former his permanent base in 2002. "IDC is the recognized No. 1 IT research provider for the CEMA region thanks to the business that Steven has built up," McGovern said. "No other IT market intelligence company can begin to match IDC's strength in terms of research and analysts in the CEMA region."

Steven consistently achieves and exceeds the budgeted revenue and profit goals for the CEMA region, said McGovern, noting that in FY 2012, IDC CEMA was IDC's fastest growing regional business unit with bookings growth of 14% compared to the prior year. CEMA revenues in FY 2012 grew by 8% while

continued on page 8

Top News

IDG exhibits high profile at this month's CES

One on One: IDG Communications CTO Aaron Jones

IDC.com's new search function delivers enhanced UX

IDG Entertainment launches new YouTube channel

IDC presents Peacock, Motsenigos Innovation awards

IDG World Expo China honors Chinese companies at this month's CES in Las Vegas.

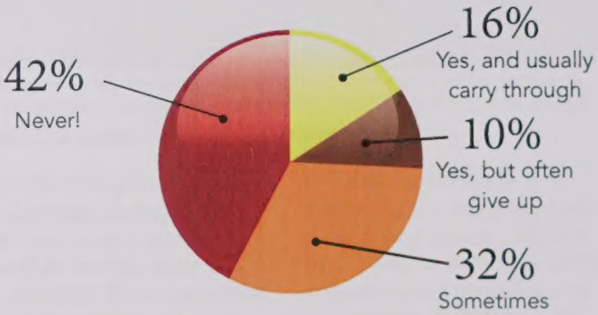
SEE MORE ON PAGE 2

Unsung Hero: IDC Research Director, IT Executive Programs Steve Clifford.

SEE MORE ON PAGE 9

Question of the week results

Do you generally make New Year's resolutions?



Log on to www.idgcentral.com to vote on this week's question:

What's your Twitter M.O.?

CLICK HERE

IDG World Expo China honors leading Chinese companies at CES

For the seventh year, IDG World Expo China honored leading Chinese companies exhibiting at this month's CES in Las Vegas by presenting the 2012-2013 Consumer Electronics Top 10 Brands awards. The awards were handed out by IDG Communications CEO **Bob Carrigan** and went to the following companies: Haier, Hisense, Changhong, Lenovo, TCL, Great Wall, Konka, BOE, Desay and Huawei. "These award-winning companies collectively show the world that Chinese enterprises have successfully broken through the bottleneck of development via intelligent innovation and have found a path to a sustainable future," said IDG Asia VP **Jennifer Xu**. Holding this award ceremony in conjunction with CES provides the winning companies with opportunities for press coverage in the U.S. as well as a chance to identify international partners and strengthen overseas channels, Xu said. ■

*IDG Communications CEO **Bob Carrigan** (seventh from right), VP, IDG Asia **Jennifer Xu** (fourth from right) and **Orient Zhu,** managing director, IDG World Expo China (far right) pose with the winners of the Top 10 Brands awards, which were presented at CES earlier this month.*

IDG exhibits high profile at this month's CES in Las Vegas

TechHive
Macworld
Consumer & SM

*IDG Consumer & SMB Editor **Tim Moynihan** films a video with Senior Content Producer **Zack Stern** directing and Brian Liepe (video contractor) handling the camera in front of the business unit's editorial trailer.*

IDG colleagues at CES had a fleet of six branded SUVs at their disposal throughout the week. Working with a company called GatorWraps IDG CSMB had the vehicles covered with IDG logos, websites and banners from all of IDG's U.S. business units.

IDG may not have been the only media company in town at this month's CES, held Jan. 8-11 in Las Vegas, but it was surely the most visible. In addition to the brightly wrapped and branded IDG Consumer & SMB trailer/newsroom parked in the show's central plaza parking lot, six IDG- branded SUVs roamed the city's streets, serving as private taxis for the more than 70 IDGers in attendance.

The cars ferried IDG colleagues to and from the airport, made runs between the hotel and convention center and brought people to meetings and events all over the city, said IDG Consumer & SMB Marketing Manager **Jim Hopkins**.

"Everyone who stayed with us at the Aria [Hotel and Convention Center] had access to the cars, including sales staff from CSMB, TechNetwork, IDG Enterprise, IDG Global Solutions and IDG Germany, journalists from CSMB and some of our comrades from the IDG News Service. And [IDG Communications CEO] **Bob Carrigan** had a car dedicated to his furious travels while he was here, as well."

IDG Consumer & SMB's trailer provided the business units' journalists with working space, Internet access and room for editing video. "We ended up shooting and posting 85 videos — 79 created by the video team and 6 cell phone videos," Hopkins said. "They're really high quality and were done very efficiently and skillfully. **Zack Stern**, who normally runs our video efforts for our custom content division, Content Works, led the editors and a team of video contractors to accomplish all that."

Click here for the videos.

Write to Jim Hopkins. ■

OneonOne

Aaron Jones

IDG Communications

The CTO of IDG Communications is this week's columnist. Reach him at ajones@idgcsmb.com.

> "The primary drawbacks [of responsive design] are around ad delivery. Ads are typically designed as fixed IAB sizes and don't natively adjust to the screen. Eventually, ad serving systems will handle this, but we're on the leading edge of the trend right now so we have to devise our own workarounds. Fortunately we have a very talented development staff."

Q Last year you were named chief technology officer for IDG Communications. What are your key responsibilities in this new position?

A My key responsibilities are to facilitate communication between different development staffs, promote best practices across IDG and build an approach to software development that allows us to leverage larger pools of resources to gain economies of scale while still adhering to the decentralized operating philosophy that has allowed our brands to be so successful for so long.

Q In 2012, as CTO, VP/Product Development at IDG Consumer & SMB you oversaw a major relaunch of that business unit's brands on a responsive design platform. How did that go?

A The project started with the goal of revitalizing our PCWorld and Macworld brands, which were facing an increasingly competitive landscape. We wanted to ensure that our brands were forward-looking, modern and flexible enough to adapt content-wise to the substantial changes in the consumer computing landscape, which resulted in the addition of our new brand, TechHive.

The same changes that affected our coverage affected our ability to deliver our content. Myriad new screen sizes, touch interfaces, and the mobility of these devices challenged the classic notion of interface design and forced us to maintain a lot of extra code to support them.

Responsive design at this time was beginning to gain a lot of momentum in the design/UX community as a potential solution to these challenges, and we felt it was a sound technical approach that emphasized our forward-thinking brand approach and allowed us to most efficiently use our resources.

Q Generally speaking, what are the key benefits to using responsive design for site deployment? Any drawbacks?

A The responsive design approach provides an elegant solution to the problem of myriad form factors. You can maintain a single code base and adapt seamlessly to new screen sizes and aspect ratios as they come to market.

The primary drawbacks are around ad delivery. Ads are typically designed as fixed IAB sizes and don't natively adjust to the screen. Calling the correct ads requires knowledge of the available size beforehand, which the browser doesn't know until it detects the device. Eventually, ad serving systems will handle this, but we're on the leading edge of the trend right now so we have to devise our own workarounds. Fortunately, we have a very talented development staff.

Q I understand you rebuilt your CMS during the project as well. What was the rationale in doing so, and what are the advantages?

A Much like many CMS systems out there, our old system was designed to support a single site. In ramping up TechHive, we faced the choice of installing a third variant of our older CMS or refactoring to accommodate all three brands under one code base. It took some heavy lifting, but our recent revision allows us to support multiple sites on a single platform using a single code base. The advantage here is one of efficiency, much like some of the gains we realized from using responsive design. Less code to maintain means developers can focus on building new things rather than maintaining legacy code, as well as spin up new sites much more efficiently.

Q Can you talk a bit about the current project under way to re-release the IDG Enterprise sites on the same platform that supports the IDG CSMB sites?

A We are currently in the process of bringing IDG Enterprise sites onto the CMS we built for IDG CSMB. This will be a highly collaborative effort with IDGE that will result in a system that will take the best of what we've done for IDG CSMB and build upon it to meet the needs of IDGE. By sharing our platforms we gain tremendous economies of scale and reduce risk. Spreading knowledge throughout the organization allows greater developer throughput and encourages a better marketplace of ideas, which improves the platform and shares our institutional knowledge so that we have a wider base of insight and expertise across our business units. As we leverage these collaborative technical solutions, we will be building bigger systems than any one business unit could create on its own. It also provides IDG with a broader play in which to deliver on our business needs.

We also intend to load balance all of the IDGE/IDG CSMB sites over multiple colocation facilities, including one in the cloud. This will serve to speed up site delivery regionally, as well as provide a disaster recovery plan should one of the facilities suffer an outage. Our goal is to onboard three sites this fiscal year, and onboard the rest on a

continued on page 8

IDC's new search function delivers greatly enhanced user experience

IDC took the wraps off a new IDC.com search interface last month that is proving to be a big hit with site visitors worldwide. The vision for a new customer experience started almost two years ago and is the result of an international collaboration that involved over two dozen IDC colleagues championed by **Bronwen Cleary**, director, Enterprise Solutions Planning.

The project got its start in March 2011 in the Czech Republic where 11 IDC colleagues, including six Prague-based IT team members, met to brainstorm requirements for the new search function. "Search is the heart and soul of IDC.com," noted Cleary, "and providing our users with a fantastic search experience is of critical importance to us."

Given that the best search experience is dependent on not only a good search engine but also on the ability to retrieve the most relevant content, the group investigated both search engine providers as well as various content tagging solutions. Over the course of several months they interviewed numerous vendors and implemented several prototypes. In the end, the group chose software from California-based Concept Searching to autotag its content and the open source solution Solr as its search engine.

Mary Jane Donnelly, product manager, Publishing Systems, said, "Concept Searching offers an extremely flexible taxonomy manager, as well as excellent control of the order classification process. These abilities allow IDC to easily update the taxonomy as the industry changes."

Auto-tagging is critical to the project, but to ensure the best possible tagging, IDC also added a step in the publishing process in which content editors in the Bangalore, India, office review, correct and augment the tags for each of the more than 5,000 reports IDC publishes annually. They also recruited dozens of analysts around the world to help ensure the tagging rules were clearly defined.

Solr was chosen by the technical team led by **Andrei Carafizi**, based in the IDC Prague office. "Solr satisfied all the business requirements: stability, reliability, language analysis, rich-document parsing capability, faceted navigation and type-ahead. From the developer's point of view, we liked the flexibility, extensible plug-in architecture, clustering, near real-time indexing and the big Solr community," Carafizi said.

Of course, even the best search engine can fail without an attractive interface. "Our design team was awesome," said Cleary, "and worked through many iterations of feedback to achieve an interface that is clean, clear and intuitive."

IDC.com's new search capability involved an international team of colleagues in the U.S., India and Czech Republic. Above, some of the developers, designers, and quality assurance staff at IDC Czech Republic who participated in the project pose for a photo atop their office building in Prague. Pictured here are: front (l-r): ***Roman Strobel*** *and* ***Jakub Svec****. Back:* ***Jiri Kolarik****,* ***Andrei Carafizi****,* ***Alexander Wajda****,* ***Stepan Rezek****,* ***Marek Slama****, and* ***Martin Svitek****.*

Among the new search function's key enhancements:

- Search engine extends into document attachments including PowerPoint presentations.
- Specialized "boosting" in key scenarios help deliver high-value documents.
- Suggestion list (type ahead) helps guide queries.
- Improved searching in eight languages (including Japanese, Chinese and Portuguese) to support research published around the world.
- Spotlights at the top of search results that link to hot topics and key research areas.
- An extended thesaurus for new or different terms.
- An interactive user interface which streamlines the customer's experience.

> "The team in the U.S., Czech Republic and India have all worked together to greatly improve access to our key research."
>
> Mitchell Rose, IDC CIO

Among those impressed with the site's enhanced search capability are IDC colleagues themselves.

"Very, very nice. I'm a power user, and my first experiences have been great," said **Frank Gens**, IDC senior VP & chief analyst.

"Just tried the new search and just wanted to say 'sweet!' Blindingly fast, great UI, great UX!" added **Karsten Weide**, program VP, Media & Entertainment.

And while the reaction to the new search functionality has been overwhelmingly positive, the team is committed to making ongoing improvements based on user feedback. When each search is returned, a feedback box asks "Was

continued on page 7

High five! IDG Entertainment launches wide-ranging web TV YouTube channel

With the launch of its High5 YouTube channel, Munich, Germany-based IDG Entertainment Media appears poised to make a strong mark in the web TV marketplace — as well as on its own bottom line. The November soft launch of the channel drew 30,000 subscribers before the official launch last month.

"Web TV has become more and more important to daily life," said **Maxi Gräff**, special projects manager with IDG Entertainment. "Using their smartphone, tablets and Internet TV, everybody wants to be entertained and informed, everywhere, all the time. With its Original Channel Programs YouTube wants to change the way we consume video and encourages content producers to start their own channels. With High5 we are not only building a new brand that will open up new marketing opportunities and ways to engage our consumers, but we get in on the ground floor of a changing medium."

Gräff said she did not yet believe that online video content would replace the TV. "This is a long process," she said. "But, more and more, audiences are watching content on second screens." This is a change advertisers are noticing, and Gräff said High5 gives IDG Entertainment another advertiser platform alongside its other products — GameStar and GamePro magazines and their sites and apps — plus a wide range of cross-promotional opportunities.

Google-owned YouTube's Original Channel Program started in the U.S and is being expanded to France, Germany, the U.K. and Japan. According to Gräff, Google is making advanced payments to creators and production companies to bring more professional original content to YouTube. High5 is one of 12 official German Original Channel Programs, each with its own orientation (parenting, comedy, motorsports, etc.) With nearly 54,000 subscribers, High5 already has the second most subscribers of any of the 12 channels.

According to Gräff, advertisers are increasing their spending on digital video ads in an attempt to reach the generation that has grown up online. "With High5 we are targeting a specific audience, one that is attracted to a broad range of digital entertainment. In collaboration with Google's strong sales force, we can negotiate major advertising contracts in this market."

IDG Entertainment's first YouTube channel, GameStar & Friends, launched in 2011, is made up of 90 partner channels, most which, Gräff said, offer Let's Play content, in which game players can play a game and chat with other players during gameplay. GameStar & Friends currently has 2 million subscribers, giving IDG Entertainment a strong presence on YouTube.

The High5 team consists of (l-r) Producer ***William Patin****, Editor* ***Kristin Knillmann****, Special Projects Manager* ***Maxi Gräff****, Concept Director* ***Nino Kerl*** *and Creative Lead* ***Fabian Siegismund****.*

GameStar & Friends will remain a part of IDG Entertainment and will not be subsumed by the independent High5. "The GameStar & Friends network helps us gain subscribers," Gräff said. "We combined the power of our YouTube channel with cross-promotional activities in our GameStar and GamePro print and online brands to lead our existing consumers to High5," Gräff said. GameStar & Friends will also produce High5 promotional videos for large YouTube channels.

GameStar & Friends is just about gaming, Gräff said, "but with High5 we have a chance to open up new target groups. Although games are a part of it, High5 is not only for gamers. We see it as a contact point for all types of digital entertainment."

Gräff said High5 wants to target as many of its audience's interests as it can. "This is why we'll have a cooking show, a show about relationships and love and an outdoor action show. We are constantly tracking what works with our audience and what doesn't. That's why YouTube is amazing; you instantly get the results if the show is working or not."

The High5 staff is currently producing content out of an office not far from the IDG Entertainment headquarters. "We have a set that looks kind of like a living room," Gräff said, "and we are planning to build a kitchen in the same room for our upcoming cooking show. To produce almost every video in one place is more efficient for us."

Contact Maxi Gräff. ■

IDC presents Peacock Awards for research quality and first Motsenigos Innovation Award

Three exceptional employees and two awards equaled one memorable ceremony last week, as IDC bestowed the venerable Peacock Award for research quality and the new Alexander Motsenigos Award for Outstanding Innovation during a mid-day gathering of IDC staff at its Framingham, Mass., headquarters.

IDG Chairman **Pat McGovern** and IDC President & CEO **Kirk Campbell** presented the Peacock Award to IDC Retail Insights Research Director **Leslie Hand** and Program VP/Storage **Laura DuBois** and the Motsenigos award to Program VP/High Performance Computing **Earl Joseph**.

In his introductory remarks, McGovern reminisced about the exceptional research standards set by Jim Peacock, an IDC vice president for 15 years until his death in 1981. McGovern established the award in 1985 to honor Peacock's accomplishments. The award recognizes the employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients. IDC's vice presidents and senior vice presidents nominate employees for the award, and Campbell makes the final selection.

Hand joined IDC in 2008 with a wealth of IT management experience, though little as an analyst, but soon "established herself as one of the most highly regarded IT analysts in retail," especially regarding her work in RFID, read her nomination. She coined the now well-known term "omni-channel" in 2009 to describe how retailers were trying to bring their interaction with consumers onto a single channel. In 2010, she received an industry thought leadership award from the council of Retail CIOs in India. In 2011, Hand worked with the Canadian CIO Retail Council and the IDC Canada team to provide analyst support for an exhaustive, and very profitable, body of work on the use of mobile within stores. Last year, she was involved in a complex project for Tyco Electronics that involved analyzing large volumes of data on the use of RFID on high-theft items for a Tyco client.

DuBois, who joined IDC in 2005, "is innovative, has incredible business acumen and has an immense desire to succeed," read her nomination. She has been a primary author or contributor on some 40 documents a year over the past few years and consistently publishes a number of buyer case studies annually. She was instrumental in the development and continued success of Storage Solutions, a major revenue driver for IDC. A frequent conference speaker, she is regularly asked to attend strategic vendor briefings. "Laura's research also illustrates her logical and insightful analysis and thought processes. She is an expert at taking complicated topics and breaking them into digestible chunks of fascinating analysis," her colleague noted.

IDG WORLD UPDATE

IDC President & CEO ***Kirk Campbell****, Program VP/High Performance Computing* ***Earl Joseph*** *IDC Retail Insights Research Director* ***Leslie Hand****, Program VP/Storage* ***Laura DuBois*** *and IDG Chairman* ***Pat McGovern****.*

Innovation Award honors program VP

The new annual Innovation award, created after extensive employee feedback, honors the memory and accomplishments of Alexander Motsenigos, a program vice president who died last August in a bicycle accident. During his 12-year tenure he launched and built the Worldwide Services Contracts database, a large and rich repository of IT and business services data that has been the industry standard. "Alex will also be remembered for his intellectual curiosity, passion for high-quality research and great customer service attitude," Campbell said. "This award will ensure that he is remembered and honored for years to come by the many employees who knew Alex as well as those who are yet to join our company."

Joseph's nomination read, in part, "Earl builds unique and intense products to educate the highest members of the U.S. and European governments about

continued on page 7

noteworthypeople

New employees

Shum Mew Toong has been named **IDC**'s managing director of North Asia, overseeing IDC's business operations in China, Hong Kong, Taiwan and Korea. With more than 25 years of experience, Shum has been an IT general manager working with top technology companies and financial institutions such as Cray Communications, French telecom company Equant, EMC, NTT Dimension Data and the National Bank of New Zealand, where he held the position of managing director for the ASEAN and North Asia region at these companies in. He holds a B.A. from Northern Arizona University in Flagstaff, Ariz. A certified dive master, he enjoys scuba diving and underwater photography. mtshum@idc.com

Toong

Zach Miners joins the **IDG News Service**'s San Francisco office as a staff writer. He was previously a reporter for The Gray Sheet, a trade journal focused on the medical technology industry, based in Washington, D.C., where he covered mergers and acquisitions, corporate strategy and business trends affecting medical device firms nationwide. He holds a B.A. from Connecticut's Fairfield University, where he double majored in English and mathematics and double minored in film and psychology. In his free time he enjoys playing guitar, concerts, photography and exploring new places in the San Francisco Bay area. zach_miners@idg.com

IDG WORLD UPDATE

Miners

IDG C&SMB has hired **Eric Pivnik** as a quality assurance engineer. Previously a QA specialist at San Francisco's Academy of Art University, he holds a B.A. in communications/motion pictures from the University of Miami and a B.A. in mathematics/computer science from the University of Massachusetts/Boston. In his free time he enjoys film, Scrabble and skiing. epivnik@idgcsmb.com

IDG WORLD UPDATE

Pivnik

Also new at **IDG CSMB** is PCWorld Senior Writer **Bradley Chacos**. A longtime freelance tech writer, he has been published in PCWorld, Maximum PC, Laptop Magazine, ComputerShopper and many others. He enjoys tinkering with PCs, watching football games and playing videogames. He recently introduced his nine-year-old daughter to astronomy and DIY robotics. bchacos@pcworld.com

Chacos

Transfers

IDC Singapore has hired **Cynthia Ho** as a market analyst with its Enterprise Servers group. She was previously an associate market analyst with IDC Malaysia where she was part of the larger Asia Pacific Enterprise Server team. Before joining IDC she was a production planner at Epcos Malaysia. She holds a M.S. in finance from Sweden's Umea University as well as a degree in business studies from Charles Sturt University in Australia. In her free time, she enjoys travel and keeping up with economic and financial trends. cho@idc.com

Returning employees

New at **IDC Hong Kong** is Senior Market Analyst **Christina Yuen**. She worked with IDC's Asia/Pacific Storage Research group for more than six years researching the disk-storage market. She holds degrees in computational mathematics and operations research from the University of Hong Kong. cyuen@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

continued from page 4

IDC search

your search query successful?" "We invite IDG and IDC colleagues to try our search and let us know if you get the results you are looking for," said Cleary.

"When the project started, I set a goal to deliver a fantastic new search experience for our customers and employees," said **Mitchell Rose**, IDC CIO. "While the stated goal may have lacked specificity, I do believe we have achieved it. The team in the U.S., Czech Republic and India have all worked together to greatly improve access to our key research."

For more information, contact: Bronwen Cleary. ■

continued from page 6

IDC awards

high-performance computing. During his 14-year IDC career he has demonstrated unselfish commitment and applies an untiring imagination to draw upon his resources and colleagues to artfully address difficult technical and programmatic challenges." Among his accomplishments: under his leadership, IDC was awarded its first federal grant by the U.S. Department of Energy to develop the first economic models for predicting ROI in high-performance computing. IDC previously gained experience conducting a similar study on behalf of the European Union.

Write to Leslie Hand, Laura DuBois and Earl Joseph. ■

IDC dedicates conference room

IDC
Analyze the Future

IDG WORLD UPDATE

In addition to the new Innovation Award that honors Program VP **Alex Motsenigos**, IDC renamed a conference room that he often used on the ground floor of 5 Speen Street in Framingham as the Motsenigos Conference Room. Above, IDC President & CEO **Kirk Campbell** addresses employees and members of Motsenigos' family, including his father-in-law, brother Spiro and wife Nilathi. IDC also presented a remembrance book to the family with comments about how much Alex meant to his IDC colleagues and clients from around the world. A copy of the book will also be kept in the conference room.

continued from page 1

Chairman's Cup

profits increased to reach a new record of $4.6 million.

"Steven is very customer-focused, and he is a first-rate research expert and presenter. He travels constantly throughout CEMA to meet with clients and present at IDC conferences. In addition, he has built up a very experienced management team for CEMA. Steven is focused every year on achieving the best possible revenue growth and profits. He is also very entrepreneurial and has launched many new countries, products and conferences for IDC in CEMA." Most recently, in 2011 he opened IDC Saudi Arabia, which is contributing significantly to IDC's growth, in particular to business expansion with major technology end users in the government, education, manufacturing and oil/gas sectors.

"Steven has a consistent and outstanding track record of business accomplishments during his 22-year career with IDC," said McGovern.

"While I am honored to receive this reward and recognition, many of the achievements in CEMA region have as much to do with the hard work and commitment of many valuable and often unique individuals who have shared my overall vision of the potential of such emerging markets," Frantzen said.

"Over the years I have been very fortunate to have the support of many very qualified individuals and staff and really see this award as a form of recognition for all IDC organizations and staff in CEE and MEA regions."

Contact Steven Frantzen.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Renee Pierce *IDG Corporate Services Group*

26
Claudette Sears *IDG Research Services*

25
Ursula Nadador *IDG Spain*

24
Amy Hanania *IDG Corporate Services Group*

19
Cathy Garland *IDG Corporate Services Group*

18
Tomasz Janos *IDG Poland*

16
Claudia Pielen *IDG Germany*

15
Manuel Pastor *IDG Spain*

14
Daniel Sjöholm *IDG Sweden*

12
Dorota Chrisp *IDC U.K.*
Kazuo Aida *IDC Japan*
Mauro Peres *IDC Brazil*

11
Marta Pely *IDG Germany*
Kathleen Moran *IDG World Expo*

10
Fumiaki Azegami *IDG Japan*

8
Jan Larsen *IDC U.K.*
Jose Soto-Padron *IDG Sweden*

7
Ayuchi Takamatsu *IDC Japan*

6
André Kisch *IDG Sweden*
Alfonso Casas *IDG Spain*
Katarzyna Hadka *IDG Poland*
Johann Wagner *IDG Germany*
Christian Montminy *CXO Media*

5
Janine Christensen *IDG Sweden*
Armelle Brivet *IDC France*
Ravi Madha *IDG Global Solutions EMEA*
James Vuong *IDG Ventures Vietnam*

4
Jorrit den Heijer *IDG Netherlands*

3
Susana Santos *IDC U.K.*
Jocelyn Galan *IDC Mexico*

2
Amie Lane *IDG U.K.*
Oliver Russell-Cowan ***IDC U.K.***
Stefan Wattendorf *IDG Germany*
Regina Münz *IDG Germany*
Nancy Rodriguez *IDC Mexico*
Sherry Brecher *IDG Tech Network*

1
Denise van het Kaar *IDG Netherlands*
Vinh Le *IDG Tech Network*
Cliff Bryant *IDG Enterprise*
Shawn O'Brien *IDG Enterprise*

continued from page 3

One on One

rolling four to six weeks per site thereafter.

Q At the Global Product Line Meeting last October, you participated in a panel session that focused on what it means to be a digital-first media company. What are the key priorities for a digital-first company?

A From a content perspective, being digital-first means that we start with content in its most abstract form, devoid of presentation. Print content is largely defined by its physical and visual characteristics, by how it looks, and people interact with it in that single form.

Digital media is interacted with in many forms — from small screens to tablets to screen readers to print. The only efficient way to address all these media types is to separate content from form, and that, I believe, is the biggest challenge.

Another key aspect of digital media is its measurability and the empirical knowledge that can be derived from the data and acted upon on and offline.

As for how IDG is doing on these fronts, I'd say that we're doing very well comparatively in the latter, as evidenced by the growth of the Tech Network and our aggressive and successful push into the new forms of advertising that have completely disrupted the display market. I think it's a mixed bag in the former, but we're making tremendous improvements in this area.

Q What are the biggest challenges to the impending explosion of mobile technologies?

A Separating semantic content from the various form factors so it can be presented in the way the reader wants to use it is difficult and important, particularly for mobile, and not all "mobile" is the same. Tablets, for example, are often used in very different ways than phones, and we need to recognize that differentiation but still provide brand and functional continuity between devices.

Beyond that, the challenges are more in how we choose to expend our resources. Do we choose to develop brand-specific apps, knowing they won't have a network effect and are a completely separate set of code that must be maintained? What data do we collect? Once we collect it, what meaning can we derive from it, and how do we go about doing so?

Mobile is a fascinating new frontier with new problems we have yet to understand well enough to completely solve. That said, I believe that IDG is well positioned to take advantage of the new opportunities that will present themselves. ■

unsunghero

Steve Clifford

Research Director, IT Executive Programs

IDC Framingham

***Joseph Loiselle**, IDC Group VP, Global IT and Financial Advisory Services, named Research Director **Steve Clifford** his group's Unsung Hero, saying, "Steve works with IDC's most complicated customers, CIOs and IT architects, helping them make decisions on multibillion-dollar IT environments. He has become the industry standard on account management. While Steve is often eclipsed by the recognition falling on IDC, it's his tireless commitment and brilliant familiarity to this audience that makes us all shine."*

Name Steve Clifford

Home Cumberland, Rhode Island

Current title Research director, IT Executive Programs. I started at IDC as an intern in the same department and became a research analyst, then research manager, then director.

Primary job responsibilities I wear a lot of different hats, but the main one is for account management for Fortune 500 IT organizations that subscribe to IDC's end-user research services. I also work on business, content and research development.

Three things I do in a day's work Today I was actively involved with training one of our group's new analyst/account managers, participated in an account management strategy session for a major end-user financial account, answered several client questions, interfaced with some IDC analysts and worked with three sales reps on new business opportunities.

What I love most about my job It's always changing. I need to be an IT generalist from an account management perspective. It is important to know a little bit about a lot of IT to assist clients in fully leveraging IDC's offerings to better meet their research needs.

Hot-button issue that I'm dealing with The ways IT organizations use and consume research has changed dramatically over the last 15 years. We are always looking to develop new and innovative ways to enhance how our clients engage with IDC.

BETH COOK

***Steve Clifford** joined IDC as an intern in 1998.*

Latest accomplishment One project I've been working on the last two years has been using video to deliver research to end users. Check out IDC's Tech Talk channel on YouTube. I also work on producing IDC's Market-in-a-Minute program, which combines an infographic and data points into a PowerPoint presentation about IT considerations around a specific topic, such as Big Data or the Cloud.

What I'm doing to be a better employee Part of my responsibility is to be a resource for both external clients as well as our internal IDC ones. I make myself, my job and my knowledge readily available and open to help fellow employees make better decisions.

Career highlight The nice thing about IDC is it gives us an opportunity to work with different IT organizations across varying industries in strategic capacities – I've worked with Ford Motor Company, FedEx and Shell, among others – and to get to know them very well. It has been great to see certain client relationships from the start turn into a decade-plus IDC client.

What others can't tell just by looking at me My Mandarin is in serious need of help. I'm currently president of the Rhode Island chapter of Families With Children From China. My wife and I have a six-and-a-half-year-old daughter, Katherine, from China who's been studying Mandarin since she was three. She is much more fluent than me at this point. ■

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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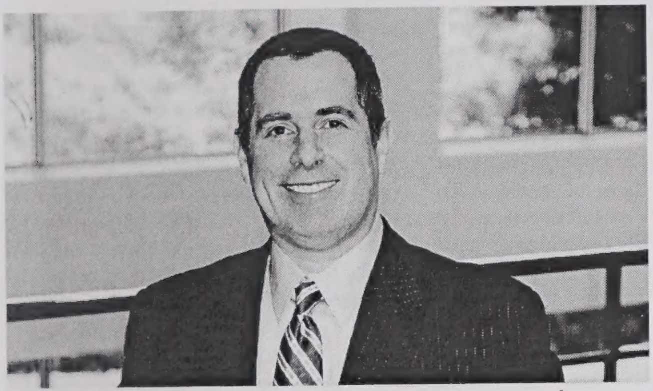
IDG World Update

EMPLOYEE NEWS AND INFORMATION

14 JANUARY 2013 | VOLUME 43, NUMBER 2 | WWW.IDGCENTRAL.COM

ONE ON ONE - page 3 | NEWS - page 2, 4, 5 | ANNIVERSARIES - page 7 | UNSUNG HERO - page 8

IDGE's Michael Friedenberg wins Entrepreneur of the Year 2012



IDG Enterprise's leadership in identifying the emerging issue of consumerization of IT in the enterprise, which resulted in the launch of CITE Conference & Expo, is among the unit's 2012 accomplishments.

SEE MORE ON PAGE 2

Top News

- IDG hires new IDG Netherlands managing director
- IDG India reworks IDG Photo Calendar for marketers
- One on one: CIO.com Senior Writer Kristin Burnham
- IDG Tech Media launches interactive Macwelt HD
- Showreel app demos iPad ad options

Charitable giving and holiday fun at IDG World Expo, IDG Germany and IDG Consumer & SMB.

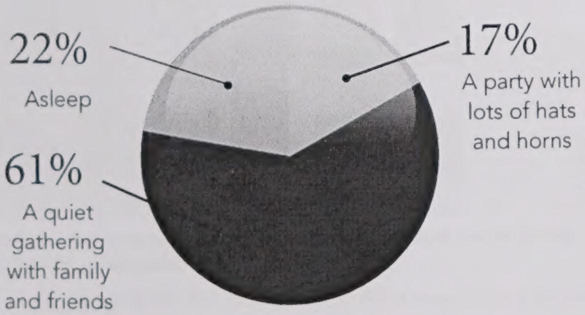
SEE MORE ON PAGE 7

Unsung Hero: IDG International Publishing Services Office/Facilities Manager Debbie Waters.

SEE MORE ON PAGE 8

Question of the week results

My favorite way to ring in the New Year?



Log on to www.idgcentral.com to vote on this week's question:

Do you generally make New Year's resolutions?

CLICK HERE

Scene at CES

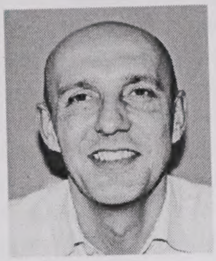
PCWorld
TechHive
Macworld

The Consumer Electronics Show took place last week in Las Vegas. Close to 20 IDG Consumer & SMB journalists, representing all three of the business unit's brands, worked from this eye-catching trailer-turned-newsroom during the week.

SEE MORE ON PAGE 5

Robert van Loon to serve as IDG Netherlands country manager

Late last month IDG announced that **Robert van Loon** has been hired as the new managing director for IDG Netherlands, effective April 1. He succeeds Lennard Hoogenraad, who left the company several months ago to become CEO of VNU Vacature Media.


van Loon

"Robert is an innovative and results-oriented businessman, and he has a host of relevant experience with a background in sales and marketing, research and online technology," said IDG VP/International Finance **Keith Arnot**, who led the recruitment team.

Most recently, van Loon spent three years as a partner at Liones, a Dutch full-service Internet agency with a focus on content strategy for media companies.

Previously, he was managing director for the research division of WPP in the Benelux region for two years. Earlier, he spent 16 years with VNU, where he launched newmonday.com, a site for the staffing/recruitment industry and, as publishing director, relaunched the Netherland's No. 1 magazine, intermediair.nl, for which he received the VNU Chairman's Award. He later held several online director roles at VNU that included full responsibility for extending the online business activity.

Van Loon is married with two young children. A triathlete, he also enjoys playing soccer.

Write to Robert van Loon. ■

IDGE's Michael Friedenberg wins Entrepreneur of the Year 2012

IDG Chairman **Pat McGovern** announced that IDG Enterprise President & CEO **Michael Friedenberg** is the winner of the IDG Entrepreneur of the Year Award for 2012.

Michael Friedenberg

Friedenberg's leadership on a number of new IDG Enterprise ventures last year was cited in the announcement of the award. "IDG Enterprise got a jump on the important issue of consumerization of IT in the enterprise with the launch of CITE Conference & Expo, which also broke new ground with its use of social media marketing," McGovern noted. The success of this event, which took place in March in San Francisco, led to brand extensions including the CITE Forum, a one-day forum that took place in October as well as a dedicated editorial site, CITEworld.com, which is already surpassing 100,000 page views/month since its October launch.

With the launch of Premium Data Services, IDG Enterprise integrates its premium audiences with robust ad technology from the IDG TechNetwork. Two specific solutions, Brand Scale and Target Scale, have been well received by clients who are seeing click-through rates that are two to three times greater than those achieved with traditional campaigns.

Another example of his entrepreneurial achievement at IDG Enterprise is the launch of Alliance Advisory Services, which is IDG Enterprise's foray into partner alliance marketing and advisory services, McGovern said.

Alliance Advisory Services offers a portfolio of solutions to facilitate partner relations, build and execute brand messaging, social amplification, and more.

"The IDG Enterprise team strives to continually launch and execute innovative solutions for our customers. Being recognized for these initiatives is an honor, and we look forward to listening to our customers and creating solutions that meet their needs in the future," Friedenberg said.

Friedenberg, who joined IDG seven years ago, as president and CEO of CXO Media, was named president and CEO of IDG Enterprise in March 2009. He is a two-time recipient of the IDG Chairman's Cup for management excellence for FY 2007 and FY 2011.

Contact Michael Friedenberg. ■

IDG India repurposes company calendar as marketing gift

IDG
INTERNATIONAL DATA GROUP
2013 WORLD CALENDAR

IDG India created a new cover and promoted its own brands, as well as the IDG Total Portfolio, on the inside.

As a way to keep the IDG brand in prominent view for its customers, IDG India has once again re-shaped the annual IDG Photo Calendar into a new year's gift for 500 of its marketing contacts.

The wall calendar borrows the template and all photos from the 2013 IDG Photo Calendar created for employees worldwide. The IDG India version includes a new cover with a montage of runners' up photos, branding with the URLs of IDG India's brands, local holidays and a list of IDG's global brands and services drawn from the IDG Media Kit.

Assistant General Manager-Marketing **Siddharth Singh** said the calendar always generates a lot of positive feedback and that while many other companies give out calendars, none have the personal angle like IDG's.

"It's been a great way to communicate IDG's rich heritage and global presence and at the same time showcase our solutions portfolio," he said.

Write to Siddharth Singh. ■

OneonOne

Kristin Burnham

CIO.com

Burnham, a senior writer at CIO.com, is this week's columnist. Reach her at kburnham@cio.com.

"Join the group LinkedIn for Journalists if you haven't already. Every month or so LinkedIn will hold training specifically for journalists on how to use the site for breaking news, finding stories and contacting sources. If you participate in the training, LinkedIn will upgrade you to the premium account, which lets you contact users without needing an introduction."

CIO.com Senior Writer Kristin Burnham covers the social media and social business beat: Facebook, Twitter, LinkedIn, Google and iterations of those channels found in enterprises. At last year's Global Product Line Meeting, she participated in a panel discussion about optimizing content for social media, speaking specifically about Facebook and the types of content that work, optimal posting frequency and CIO.com's success with Facebook ads. Burnham recently assumed responsibility for leading monthly meetings with IDGE Facebook managers designed to develop and share best practices on Facebook, schedule promotions and ultimately increase traffic from Facebook to IDGE sites. Burnham's blog can be seen here and her author page here.

Q How do you see social media fitting into a reporter's toolkit?

A Before Facebook and Twitter, reporters spent their time on the phone and pounding the pavement looking for and talking with sources. Social networks have changed all that. I like to think of social media as today's version of the phonebook: It's an easy and convenient way to look up sources and discover story leads, but it should be a complement to an in-person or phone conversation, not a replacement.

Q Which social media channels are best for what types of a journalist's job?

A Facebook, Twitter, LinkedIn and Google+ can each be used for finding sources and generating story ideas, and reporters tend to have their favorites that they turn to. It's easy to get overwhelmed with all the channels, so it's important to get a feel for all of them, then figure out which ones work best for you or your particular situation.

Facebook: Search Facebook for the big players within your beat. "Like" the companies you cover and subscribe to important people, if their settings allow you to do that. I also recommend making a list to manage this group of professional contacts. This makes it easier to sort them from your friends and lets you browse only their updates.

Twitter: If you're looking for a source for a story — especially if it's time-sensitive — Twitter is a great place to start. Search hashtags for leads or directory sites like Twellow.com for specific areas of expertise. It's also wise to follow up via LinkedIn — or better yet in person — to verify that the person is who he or she claims to be. Also, because Twitter can feel overwhelming at times, it's helpful to use a desktop client like TweetDeck or a service like HootSuite to manage the firehose of information. As with Facebook, take the time to set up lists for each part of your beat, and assign them a column to make it easier to see what people are saying. I have a column for tweets from my coworkers, one for my @replies, one for #Facebook, #CIO and so on.

LinkedIn: LinkedIn is the obvious place to search for sources, but don't limit your use of the site to just that. Just as on Twitter, you can search all updates posted to LinkedIn by visiting linkedin.com/signal. And, as on Facebook, you can follow companies, which is helpful for keeping an eye on who's coming and going from a company and for major product announcements.

Another good place to look for story ideas, leads and sources: the Groups and Answers sections of LinkedIn. Join groups relevant to your beat area and browse the conversation threads. Answers is a good place to look for insights into whether there are people experiencing the same challenges with a software implementation, for example.

Also, join the group LinkedIn for Journalists if you haven't already. Every month or so LinkedIn will hold training specifically for journalists on how to use the site for breaking news, finding stories and contacting sources. If you participate in the training, LinkedIn will upgrade you to the premium account, which lets you contact users without needing an introduction.

Google+: It may seem like Google+ has yet to gain mainstream appeal, but it does have a dedicated audience interested in technology. Use hashtags to search for public threads and posts, which tend to be more in-depth than what you'll find on Facebook or Twitter.

Q What are some of the pitfalls journalists should try to avoid when using social media?

A The first is the distinction between personal and professional. Some reporters open their Facebook profiles to subscribers, some create an entirely separate page for professional use and others choose neither, preferring to keep Facebook purely personal. While a social media presence is imperative to promoting your personal brand, use extra care and familiarize yourself with the privacy settings. You don't want to unintentionally share something personal with your

continued on page 7

IDG Tech Media ventures into more interactive content with Adobe DPS edition

IDG Germany's TechMedia group introduced a new addition to its Apple-related product line on Dec. 5: Macwelt HD, a high-definition, iPad-only monthly magazine created with Adobe DPS and available in the German App Store.

Macwelt HD is a major leap forward from the company's earlier iPad product, which was simply the print version of Macwelt available as a PDF for the iPad and priced at 4.49 euros (US$6.00).

"That type of format was OK in 2011, but nowadays people what to have iPad-optimized versions of their magazines," said **Anton Eder**, IDG Germany account manager, Mobile, noting that Wired, for example has an impressive Adobe DPS version.

Macwelt HD's content is presented in a completely new look with many interactive features, including video and audio. "With this new layout we want to motivate the users to interact with the content," Eder said. "This is true for advertising as well." (see sidebar)

Macwelt HD, priced at 5.99 euros ($7.80), is produced by a service provider for 4,000 euros ($5,000) per edition. "It's a lot of work for our contractor, who specializes in Adobe DPS, and not cheap, but the end-result is fantastic," Eder said.

For now, Macwelt HD will be sold in addition to the Macwelt iPad PDF magazine. "In the near future we will offer our current subscribers incentives to switch to the new HD version, but we still need the possibility to offer older editions and special editions so it may take up to a year until we have only one version — Macwelt HD — in place," he said. IDG Tech Media's other Apple-related products include iPhoneWelt and iPadWelt.

Macwelt HD | Titel
Macwelt HD
01/2013
Großer Apple Shopping-Guide
SO FINDEN SIE DEN BESTEN MAC UND DAS BESTE iPAD
SO PACKEN SIE MOUNTAIN LION AUF EINEN USB-STICK
System für Notfälle
iPad Mini, 13Zoll Retina Macbook Pro
75 Power-Tipps

IDG Tech Media expects it will take up to a year to convert readers of the first digital Macwelt product, which is a PDF for the iPad, to the more interactive Macwelt HD version.

"We've had great news in the press about Macwelt-HD, and user feedback has been positive," Eder said. The magazine, and the free preview, are already ranked among the top three magazines in the German App Store. There have been 4,000 preview downloads and more than 7,000 app downloads as of the first few weeks of December.

For more information contact Anton Eder. ■

Interactive Showreel app demonstrates iPad advertising

IDG Germany is promoting Macwelt HD to potential advertisers with an innovative Showreel app for the iPad.

The Showreel functions as an ad showcase. "It's a great interactive tool to show the e-magazine's different ad sizes to clients; it's much better than providing them with screenshots or a PowerPoint presentation," said IDG Germany Account Manager/Mobile **Anton Eder**.

IDG Tech Media sales staff can demonstrate the ad options in person to a potential advertiser via an iPad or email prospective clients a link to the Showreel app in iTunes for them to download and view on their own. The Showreel is available in English- and in German-language versions.

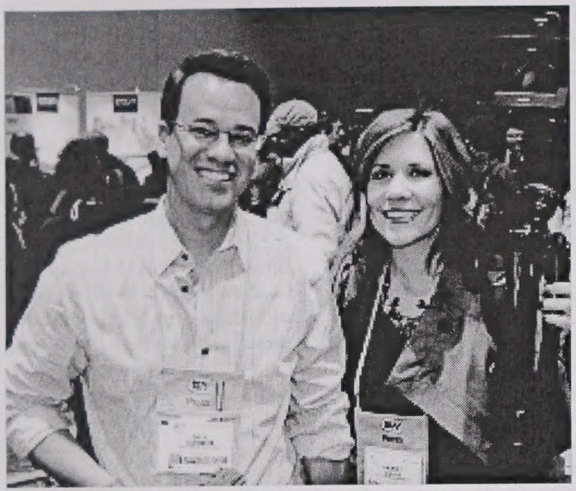
Potential advertisers can scroll through six samples of how ads can appear on an iPad, with each emphasizing a different element: image, product, news, emotion, motivation and interaction.

According to recent reader studies in Germany, Eder said, ads on the iPad are seen as particularly authentic and credible because readers can drill down and explore the content. For example, car advertisers can display the whole interior of a car in a 360-degree view.

The Showreel app was conceived and written by IDG Germany staffers but executed by the same service provider, Östreicher & Wagner, that programs the Macwelt HD e-edition.

For more information contact Anton Eder.

IDG journalists, sales executives on site at CES



IDG News Service Multimedia Correspondent and Video Content Manager ***Nick Barber*** *and Multimedia Correspondent* ***Kerry Davis.***

IDGNS Senior U.S. Correspondent ***Martyn Williams****, IDG Enterprise Multimedia Content Editor* ***Keith Shaw*** *and IDGNS Multimedia Correspondent and Video Content Manager* ***Nick Barber.***

At left, IDG Consumer & SMB journalists at work inside their trailer outside the CES exhibit hall. On the left, front to back: Associate Editor ***Alex Wawro****, Senior Editor* ***Tim Moynihan*** *and Multimedia Editor* ***Carlos Rodela****. On the right, Editor* ***Philip Michaels****. Behind him are two freelance video editors hired byIDG CSMB to help with video coverage.*

Below (l-r): Relaxing after a hard day's work are IDGNS staff members Senior U.S. Correspondent ***Martyn Williams****, Multimedia Correspondent* ***Kerry Davis****, Senior U.S. Correspondent* ***Stephen Lawson****, Multimedia Correspondent and Video Content Manager* ***Nick Barber*** *and Deputy News Editor* ***James Niccolai.***

Below, IDG Communications CEO ***Bob Carrigan*** *(center) hits the dance floor at a party organized by IDG Global Solutions CEO* ***Matthew Yorke*** *and his team. More than 180 IDGers and customers enjoyed themselves at the Ghostbar on the roof of the Palms Hotel & Casino.*

noteworthypeople

New employees

Jane Davis is the **CIO Executive Council**'s new program manager and engagement strategist for Pathways Leadership Development. She previously worked for The Ariel Group as an affiliate relations manager. A graduate of Miami University in Oxford, Ohio, she holds a B.S. in business administration and marketing management. In her free time Jane enjoys travel and checking off entries on her "bucket list of rock bands and performers; I am happy to say I have seen some of the greatest over the years!" jdavis@cio.com

Khan

New at **IDC India** in Bangalore is Market Research Analyst **Shamin Ara Khan**. She was most recently a senior business analyst with TATA Consultancy and holds a degree in economics from the Bombay School of Economics. She enjoys hiking and plans to hike the Sahyadri mountain range in Western India. skhan@idc.com

Baidya

Also new at **IDC India** is Software Services Senior Market Analyst **Shweta Baidya**. She previously worked for AMI Partners as a senior research analyst covering the virtualization and unified communications markets. She earned a degree in marketing and finance from the Praxis Business School in Kolkata, India. She enjoys reading novels and working Sudoku puzzles in her free time. sbaidya@idc.com

Previously a part-time employee with **IDC Malaysia**, **Christine Gooi** joins the staff full-time as a human resources associate. Prior to joining IDC, she worked at a recruitment firm as a recruiter after finishing an internship with Hong Leong Bank where she was responsible for recruitment and on-boarding programs. She holds a degree in human resource management from University of Greenwich through SEGi College in Kuala Lumpur. She collects keychains from other countries. cgooi@idc.com

IDC Singapore has hired **Phoebe Tran** as an account executive. Over the last six years, she has worked in multiple roles and countries across Southeast Asia and Canada, including starting up and selling her own business in the education industry. Before coming to IDC, she was and account manager with IBM Vietnam. She earned a degree in marketing management and financial services from George Brown College in Toronto, Ontario. Away from the office she enjoys cooking, reading and working out and is an amateur photographer. ptran@idc.com

Also new at **IDC Singapore** is **Raine Tan**, account manager, Sales. She has 10 years of experience in the business and finance aspects of IT, telecommunications, government and electronics manufacturing. She is currently completing her MBA at the University of Strathclyde in Glasgow, Scotland, and enjoys travel, cycling and playing the piano. rtan@idc.com

Senior Market Analyst, Consulting **Chris Chong** comes to **IDC Singapore** from Microsoft where he provided customer sales research. He previously worked for IDC Australia covering the Australia/New Zealand enterprise applications market, the joined financial services research firm The Asian Banker where he covered bank operations and technology. He earned a B.E. in engineering from the National University of Singapore and an MBA from the Australian National University in Canberra. Away from the office, Chris enjoys tennis, reading and adventure holidays. cchong@idc.com

IDC Thailand welcomes **Neeranuch Kanokvilairat** as a senior market analyst, Telecommunications. She has more than 10 years of research and analysis experience in IT, telecommunications and real estate. A graduate of Thailand's Assumption University, she holds an M.S. in computer and engineering management. In her spare time she enjoys movies, badminton and exploring Thailand. nkanokvilairat@idc.com

Jiang

New at **IDC China**'s Beijing office is **Jianlin Jiang**, senior market analyst, Cross Product and Consulting. He was previously a senior consultant with Adfaith Management Consulting and holds a degree in ecommerce engineering and law from Queen Mary University and Beijing University of Posts and Telecommunications, as well as a post-graduate certificate in management and finance from the U.K.'s University of Bath. jjiang@idc.com

Jason Wang joins **IDC Taiwan** as a senior account manager covering telecom, government accounts and service-related companies in Taiwan. He was previously APAC business development manager with HTC and has also worked for Best of Media Group, Hewlett-Packard and IBM. jwang@idc.com

PETER SHORT

Hughes

New at **IDC Framingham** is Storage Data Management Program Director **Paul Hughes**. Previously director of product marketing with Oracle Corp., he holds a B.A. in mathematics from Vermont's Middlebury College. Away from the office, he enjoys tennis and skiing. phughes@idc.com

PETER SHORT

Bentz

Bradford Bentz joins **IDC Framingham**'s Business Value group as senior research analyst. He was previously director of curriculum development at the Acton School of Business, where he also earned an MBA. He also holds a B.A. in anthropology from the University of California/Berkeley. In his free time he enjoys hiking, cooking, history and programming. bbentz@idc.com

Donegan

IDG TechNetwork's London office has hired **Keith Donegan** as an account manager. Previously EMEA specialist markets account manager with EMEDIA. He holds nine General Certificates of Secondary Education and a diploma in marketing and health and fitness. A "huge West Ham United fan," he also plays on a local darts team, ran the London Marathon in 2011 and recently became a first-time father. keith_donegan@idg.co.uk

Mike Zisek joins **IDG TechNetwork**'s New York office as a digital development coordinator. He was previously a paralegal with Fidelity National Title Insurance Co.'s in-house law group. A graduate of the University of Pittsburgh, he earned a B.S.B.A. in marketing with a concentration in digital media. In his free time, he enjoys snowboarding, golf, hiking and camping. mike_zisek@idgtechnet.com

Transfers

Previously a country analyst with **IDC Philippines** Peripherals Research team where she co-authored several reports on the buying behavior of the small and medium-size enterprise, IT adoption and investment plans of vertical markets and annual predictions of the Philippine ICT market, **Pamela Sumanga** is now a market analyst with IDC Singapore. She earned a B.A. in communication research from the University of the Philippines in Dilman. psumanga@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Continued from page 3

One on one

professional following.

Similarly, many reporters use Twitter for personal and professional use, which creates another gray area: How much of your personal life do you really want to share? Some people argue that showing your personality humanizes your online account, while others believe it should be strictly professional. Finding a balance is essential, and if there's any doubt, check with your manager.

> While friending and liking a source, company or cause on Facebook may be beneficial to your reporting, it could be misinterpreted as an endorsement.

Also, be wary of the identity of sources you find using social media. If you connect with someone on Facebook or Twitter, be sure to vet him or her by another means. Similarly, be careful if you find a Facebook page or Twitter account that appears to belong to someone central to a story: Fake accounts pop up daily.

Lastly, while friending and liking a source, company or cause on Facebook may be beneficial to your reporting, understand that it could be misinterpreted by others as an endorsement.

Some people may be more comfortable using social media than others, and that's okay: Start out slowly, do your research and lean on others who are more familiar with the sites. Facebook, Twitter, LinkedIn and Google+ are important resources in a reporter's toolkit, and are incredibly beneficial when used correctly. ■

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
John Gantz *IDC*

27
Brad Thorpe *IDC*

26
Jean Bozman *IDC*

25
Mary Wardley *IDC*

24
David Emberley *IDC*

20
Eric Prothero *IDC*
Barbara Kitzis *IDC*

19
Joe Mola *IDG Enterprise*

16
Enku Gubaie *IDG Enterprise*

15
Deanne Hart *IDC*

14
Judith Edwards *IDC*
Bruce Hollocher *IDC*

13
Ulrika Ullman *IDG Sweden*
Dan Vesset *IDC*
Kathy Nagamine *IDC*
Thomas Richard *IDC*

12
Suan Rae *IDC*
Miryam Doris Hernandez *IDC*
Julie Tiley *IDC Canada*

10
Sahaja Sarathy *IDC*

9
Keith Bagley *IDC*

7
Philip Hirons Jr. *IDC*
Pamela Torchinsky-Levine *IDC*

6
Douglas Bell *IDC*
Richard Vieira *IDC*

5
Vito Mabrucco *IDC*
Leslie Hand *IDC*

4
Dave Pearson *IDC Canada*

2
Alison Lutes *IDG Enterprise*
Elizabeth Hauck *IDG Enterprise*
Kristina Clark *IDG Enterprise*
Melissa Andersen *IDG Enterprise*
Kelly Wong *CXO Media*
Jaime Jochums *IDC*
Dinesh Srirangpatna *IDC*
Elaine Duncan *IDC*
Holly Muscolino *IDC*
Irene Dunne *IDC*
Lauren Befort *IDC*

1
Joel Weisberg *IDG Enterprise*
Stephen Wills *IDG Enterprise*
Michael Thorp *IDC*

World Expo staff share holiday joy...

Employees at IDG World Expo in Framingham, Mass., "adopted" 10 children served by two local charities this holiday season. The United Way and Voices Against Violence provided wish lists for these children, and World Expo employees pitched in and provided gifts for all of the children. Pictured in the World Expo lobby with some of the gifts are ***Giovanni Stein****, E3 sales manager, and* ***Jackie Mellen****, marketing manager. The project was coordinated by World Expo Accounting Coordinator* ***Amy Dulak****.*

while IDG CSMB, Germany staff share some holiday ham

unsunghero

Debbie Waters

Office/Facilities Manager
IDG International Publishing Services

Michele Putt, finance manager at IDG International Publishing Services, nominated Office/Facilities Manager Debbie Waters as this week's Unsung Hero. "She's the first point of contact at IDG's headquarters office in Boston. With her 30 years of experience and knowledge, it is tough to find someone who knows IDG better than Deb," she said. As someone who has a variety of responsibilities, "Deb has proven that no project is too small or too big. She is always willing to jump in and help."

Home Bellingham, Mass.

Joined IDG I began working part-time at IDG in Framingham in 1981 and I joined full-time in June 1982.

Career path When I was working part-time (while still in high school!) I had a few different roles as an administrative assistant. As a full-time employee I was executive assistant to VP/Corporate Services Marion Kibbee; a lot of my work involved helping prepare for the regional and worldwide managers' meetings. I continued in an admin role with the IDG Corporate Support Center until I became part of the IDG IPS team, which is also located at the headquarters office in Boston, in 2011.

Main responsibilities Basically, I'm a jack-of-all-trades. I'm responsible for all office administration, including covering phones, keeping supplies stocked, scheduling use of the main conference room, making sure logistics such as catering go smoothly for in-office meetings and dealing with building management. I also assist with account payables for multiple divisions of IDG and update the online IDG employee directory on IDG Central.

What I love most about my job I love being part of IPS! It's a fun group, and I enjoy interacting with people — staff, visitors, vendors, etc. No day is ever the same, and I love being busy from the time I come in to the time I leave at night.

IDG WORLD UPDATE

***Debbie Waters'** IDG career began in suburban Framingham, Mass., as an administrative assistant; she's been at the IDG Corporate Support Center in Boston since the office moved to One Exeter Plaza in 1990.*

Hot button issue The online IDG directory! I get updated employee and business unit contact information from around the world, but it would be very helpful to have even more IDG and IDC offices contribute updates more regularly. The directory has been improving over the years, and it could be even better if more business units communicated more often.

Latest accomplishment Having a chance to work in a variety of behind-the-scene roles for the Global Product Line Meeting in Boston last October. That included checking the "CVENT" spreadsheet report every few days to see who signed up for workshops and reporting that to the GPLM team, doing a lot of registration tasks, welcome packet preparation and booking transportation to the group dinner.

Outside interests Spending time with family, enjoying my one-year-old grandchild, watching Boston sports teams and going to my son's junior hockey games.

What others can't tell by looking at you I'm a dedicated hockey mom.

Do you know a person whose quiet contributions help ensure the success of the whole group? Write to IDG World Update.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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thanksto

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Debbie Waters *IDG IPS*

IDGWorldUpdate

EMPLOYEE NEWS AND INFORMATION

7 JANUARY 2013 | VOLUME 43, NUMBER 1 | WWW.IDGCENTRAL.COM

ONE ON ONE - *page 3* | NOTEWORTHY - *page 9* | ANNIVERSARIES - *page 9* | CELEBRATING 20 - *page 10*

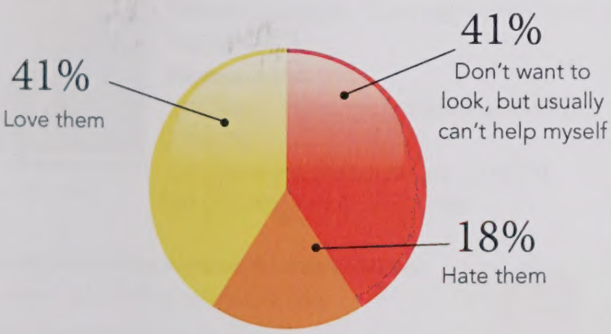
Business units honored for outstanding FY12 achievements

Winners in nine categories earn IDG Communications Chairman's Achievement Awards for superior performance.

SEE MORE ON PAGE 2

Question of the week results

What do you think of year-end lists?



Log on to www.idgcentral.com to vote on this week's question:

My favorite way to ring in the New Year is...

CLICK HERE

Editors, analysts name their top stories of 2012; look ahead to 2013

IDG World Update asked IDG editors and IDC analysts around the globe to select their top IT story for 2012 (either locally or globally) and consult their crystal ball to identify a trend or development for the year ahead. Bring Your Own Device, cloud computing and big data were a few themes among a variety of responses.

Torikka

Top story of 2012: A feature in our "What if" series. The topic was: What if Finns switch their currency back to marks from euros? The topic was very current because of the Euro crisis, and our focus was how Finland's IT systems would be affected.

Crystal ball: We believe that automatic (or self-service) cloud services will have a major breakthrough. They will make IT services from cloud easier to use and quicker to implement.
— Mikko Torikka, *editor-in-chief, Tietoviikko, MikroPC (Finland),*

Goodchild

Top story of 2012: One of the more standout trends we observed was that mobile really took hold, and pervasive BYOD (bring your own device) went from prediction to reality. The conversation among security managers went from "Should we allow BYOD?" to "How do we get a handle on BYOD?" and "How do we address BYOD from a security stance?" We saw many organizations go from theorizing about what should be contained in a BYOD policy to actually crafting policies and asking mobile employees to adhere to them if they want to use their own device for work and to access corporate assets and networks.

Crystal ball: We definitely expect more dialogue and work around this behemoth issue. Some of the stories we expect to follow and report on include: How much should security be responsible for BYOD? What exactly is security's role? Should it start with security or should the security manager be one of the final

continued on page 4

Business units honored for achievements in FY2012

The following IDG Communications business units were recipients of the Fiscal Year 2012 IDG Communications Chairman's Achievement Awards. The winners receive an engraved silver plate and a personal note from IDG Communications Chairman ***Pat McGovern****.*

Greatest percentage increase in total company profits
(company must be profitable in both years)

Winner: IDG Enterprise – 31.0%
Runners-up:
IDG Connect – 20.5%
IDG Sweden – 13.5%
IDG India – 13.2%

Michael Friedenberg*, president & CEO, IDG Enterprise*

John O'Malley*, president & CEO, IDG Connect*

Highest total company profit margin

Winner: IDG Connect – 25.7%
Runners-up:
IDG Enterprise – 20.9%
IDG International Publishing Services – 17.8%
IDG U.K. – 12.4%

Highest percentage increase in online revenue

Winner: IDG Korea – 82.6%
Runners-up:
IDG Connect – 45.0%
TechNetwork (U.S.) – 20.2%
IDG Enterprise – 15.0%

Katherine Park*, managing director, IDG Korea*

Louis D'Mello*, president & CEO, IDG India*

Highest percentage increase in page views

Winner: IDG India, Computerworld Online – 401.4%
Runners-up:
IDG Spain, PC World Professional Online –193.7%
IDG Germany, OnlineWelten – 115.7%
IDG U.K., Digit Online – 85.9%

Highest percentage increase in unique visitors
(minimum of 1 million visitors to site)

Winner: IDG Germany, OnlineWelten – 173.3%
Runners-up:
IDG U.K., PC Advisor Online – 65.4%
IDG Australia, TechWorld – 63.9%
IDG Netherlands, CW Online – 47.2%

York von Heimburg *president & CEO, IDG Germany*

Highest percentage increase in revenue per visit

Winner: IDG Germany, OnlineWelten 151.8%
Runners-up:
IDG Germany, TechNetwork – 75.9%
IDG India, ChannelWorld.in – 69.7%
IDG Poland, PC World Online – 62.8%

Davy Adams*, managing director, IDG Australia*

Highest percentage increase in registered users on a website
(minimum of 10,000 registered users)
Winner: IDG Australia, CIO Online – 40.6%
Runners-up:
IDG Germany, Computerwoche Online – 40.0%
IDG U.K., Digit Online – 34.1%
IDG U.K., CIO Online – 31.4%

Highest increase in a business unit's event profit margin
(company must be profitable in both years)

Winner: IDG Sweden – 6.6%
Runners-up:
IDG Germany – 2.9%
IDG World Expo China – 1.1%
IDG U.K. – 0.6%

Christer Bjorkin*, CEO, IDG Sweden*

Michael Hermann*, country manager, IDG Switzerland*

Highest percentage increase in event revenue

Winner: IDG Switzerland – 136%
Runners-up:
IDG Norway – 59%
IDG Australia – 29%
IDG Sweden – 28%

Stay tuned for more winners

The announcement of the 2012 IDG Chairman's Awards will continue next week with announcement of the winner of the Entrepreneur of the Year and the following week,with the winner of the IDG Chairman's Cup.

OneonOne

Frank Gens
SVP and Chief Analyst
IDC

IDG World Update asked Gens to provide an overview and some insight into IDC's IT Industry Predictions for 2013. Reach him at fgens@idc.com.

To develop these predictions, starting back in October, IDC did some social networking with more than 1,000 IDC analysts worldwide for their views on what the coming year holds in store. The result is IDC's view of most important IT market events it expects in 2013— the ones changing and reshaping the IT marketplace, requiring smart, and sometimes very difficult, decisions.

Go to IDC's Predictions page for the full IDC Predictions document — as well as the dozens of IDC Top 10 Predictions documents that IDC will publish (and webcasts it will host) in the coming days and weeks — on the different technology, regional and industry segments of the IT industry.

As we enter 2013, the "3rd Platform" marketplace IDC has predicted for five years — built on mobile devices and apps, cloud services, big data analytics and social technologies — is finally right in our laps. From 2013 through 2020, an astounding 90% of the industry's cumulative growth will be driven by 3rd Platform technologies that today represent just 22% of IT spending. This means the days for cautiously exploring these technologies are over: they are now the core of the market's growth. Here are just a few of the big stories we expect to unfold:

Mobile device dominance accelerates. 2013's most amazing IT growth driver will continue to be smart mobile devices (smartphones, tablets and e-readers), which IDC predicts will grow by almost 20%, and generate an incredible 57% of the industry's overall growth. In fact, excluding mobile devices, the IT industry's growth will be a dismal 2.9%. Remarkably, 60% of tablet market growth will come from "mini" (sub-8-in.) tablets — a product segment that barely existed a year ago. And cannibalization of PC growth in 2013 will be dramatic; in a recent IDC survey, almost 30% of notebook PC users said their next PC would be a tablet.

Reckoning time for Microsoft and RIM. The real "PC vs. mobile device" battle isn't as much about hardware as it is about software: PC platforms (Windows) vs. mobile device platforms (iOS, Android). The market power of each will depend completely on their ability to attract large numbers of app developers. And 2013 will be a year of reckoning for Microsoft and RIM. Why? In IDC's most recent survey of more than 5,000 mobile app developers, only 33% were "very interested" in developing for Windows and 9% for Blackberry — compared to 83% and 66% for iOS and Android tablets, respectively. We predict it could be 'game over' for any platform that fails to crack, or at least approach, the 50% barrier by the end of 2013.

SaaS begins to take over software leadership. The cloud model is taking over the software world, and this year will be a tipping point. In 2013, and over the next three years, IDC predicts that SaaS offerings will finally grab one or more of the top share positions in over half of the major application software markets, including CRM, HRM, collaboration/social applications and supply chain/procurement apps. It's no surprise then that IDC predicts a 50% increase in SaaS acquisitions over the next 20 months — targets include virtually all the 50-plus SaaS vendors with over $25 million in revenue. Even cloud-centric companies that are considered too expensive, including Intuit, GXS, Citrix and Workday, will be on the table. With growth outside of 3rd Platform technology and solutions depressingly low, the definition of "too expensive" will shift to higher and higher values, and we'll see some of these companies scooped up.

Cloud Platform Wars: Verticalization and commoditization. For the past four years, we've talked about platform as a service (PaaS) as "the most valuable real estate in the cloud"— because these PaaS marketplaces will be where the most sought-after solutions live. In 2013, we'll see a big shift in where the value in PaaS will be and who the key players are.

First, in 2013 we'll see an explosion in "industry platform as a service" offerings — focused on supporting solutions for specific industries. Some examples include the NYSE Trading Community Platform, Johnson Controls' Panoptix Platform and App Store (around smart buildings) and Illumina's BaseSpace platform and genomics-focused App Store. IDC predicts that the number of these industry-focused public platforms — fewer than than 100 in 2012 — will increase tenfold by 2016.

Second, as value migrates "up the stack" to high-value industry solution platforms and ecosystems, the world of "horizontal PaaS" — cloud platforms targeted across many industries and solutions, such as Salesforce.com's Force.com, Microsoft's Azure, Amazon.com's Amazon Web Services and IBM's SmartCloud Application Services — will become more commoditized. In part, this is because of the development of the highest value solutions to Industry-focused PaaS platforms. It's also because, in 2013, we predict accelerating growth in the adoption of horizontal PaaS platforms built on open source infrastructure stacks (like OpenStack and CloudStack).

Line of Business (LOB) executives' role as IT buyers dramatically expands. We predict that the explosion in new industry-focused solutions — built on industry PaaS and targeted at business innovation and customer engagement — will drive a profound shift in who the buyer of IT is. IDC predicts that in 2013 almost 60% of new IT investments will involve direct participation by

continued on page 8

op Stories/Predictions

ntinued from page 1

places where a BYOD policy goes for revisions? We will, of course, also be digging into interesting case studies of how organizations are managing BYOD, and what technologies they are using to handle it.

— *Joan Goodchild, executive editor, Online, CSO,*

Sayer

Top story of 2012: Although Microsoft's Surface hasn't been a huge commercial success, its launch strikes me as one of the more significant stories of the year because it marks a break with Microsoft's traditional way of doing things. The tablets (or are they touch PCs?) are sold through Microsoft's own retail channel, in competition with the PC makers who traditionally sell Microsoft's operating systems. They contain ARM processors, not the Intel ones Microsoft has targeted for 30 years. And there's no backwards compatibility for the Surface OS, Windows RT, which won't run apps from the previous version of Windows. How much more disruptive could a single product be?

Crystal ball: I'll be watching for the repercussions of that move. With traditional Windows PC sales slipping, I wonder whether Microsoft will find a way to maintain its dominance in the enterprise or whether Windows RT, Chromebooks, iPads, Android tablets and the rest will push enough businesses to switch to web-based interfaces and cloud apps running on Linux that Microsoft slips into a fatal downward revenue spiral.

— *Peter Sayer, Paris bureau chief, IDG News Service,*

Top story of 2012: On Dec. 5, Citicorp announced plans to significantly reduce expenses related to its global IT and operational footprint and reposition bank operations through a reduction in workforce of 11,000 bank employees. This is significant because this story, along with similar efforts by Citibank's peers (e.g. Bank of America's restructuring efforts), speaks to the need of many banks to continue to reduce costs as they also look to increase revenue and profits. The key to success for these institutions is to more effectively utilize the technology disrupters of cloud services, mobility, big data and social business in order to meet these goals while increasing innovation and agility.

Crystal ball: The nascent community-based clouds in the financial services industry will become the preferred cloud model in cost-conscious markets by striking the balance between lower operating costs and adequate service levels. Financial institutions in mature — but revenue-challenged — markets will continue evaluating workloads to move to the cloud. They will pressure technology vendors to offer cloud computing environments that are suitable to the higher service-level requirements of the financial community. This will lead to more commercially available financial community clouds starting in 2013.

Potterton

— *David Potterton, VP/Global Research, IDC Financial Insights*

Torikka

Ørskov

Top story of 2012: Facebook's IPO. Speculations and expectations run amok. A disappointing launch, the Nasdaq tech fail, the chaotic trading, the lawsuits. Oh, what a beautiful bonkers media frenzy it all spawned. Huffpost even created a drinking game: Do a shot every time someone says "hoodie." At the very core it's a story about a company listing, nothing more, nothing less. So when you look at the attention it attracted all over the world, the Facebook IPO — like the death of Steve Jobs — illustrates our collective fascination with technology touching our lives and tech icons creating it.

Crystal ball: Cheating here and borrowing IDC's crystal ball as a starting point. Worldwide spend on mobile devices will be an all-dominating factor in driving overall industry growth. Consumers' love affair with all the new smart mobile devices will continue, and we will see a plethora of new devices, not the least of which will be laptop/tablet hybrids rolling on the market. CIOs will continue to focus and spend on mobility initiatives utilizing the new form factors, they will worry about cost in general and the buzz heard in the background will be their conversations on the potential of big data.

— *Line Ørskov, editor-in-chief, Computerworld Denmark*

Top story of 2012: The release of Windows 8. Not because it's so special in its own right (although perhaps it is), but because I think it exemplifies the groundshifting changes that the smartphone and tablet revolution has

continued on page 5

op Stories/Predictions

ntinued from page 4

van Dijk

rought upon the industry. Thanks argely to the current consumerization and BYOD trends, the traditional desktop paradigm is dying, and some of the greatest tech companies are struggling to adapt. In a few years, we'll remember Windows 8 as either the product that saved Microsoft or the product that finally nailed the coffin shut.

Crystal ball: All that goes to show how important it is to always keep innovating. That's why I'm hoping (more than predicting) for the belligerents in the current patent wars to come to their senses in 2013. All the time, money, and effort that's being poured into legal battles could instead have been spent on building even better products for businesses and consumers alike.
— Wieland van Dijk, *editor-in-chief, Business Media division, IDG Netherlands*

Riofrio

Top story of 2012: For what I cover — mostly printers — the big story was the continued and rapid adoption of cloud/mobile printing technology. Users spending more and more of their time on smartphones and tablets simply expected to be able to print from them as easily as they did from their desktop and notebook PCs. HP was the only printer vendor ahead of the curve on this trend, but most are catching up, some faster than others. On the consumer/small-business end that I cover, HP and Epson have the best-developed, vendor-specific solutions, and Google gets due credit for its platform-independent Google Cloud Print.

Crystal ball: I expect cloud/mobile printing to develop further: more vendors offering more and better solutions. In the background, I assume that engineers, software engineers and driver developers are working hard to make printers truly platform-independent from the ground up, not an easy feat given the interplay of hardware, application and transmission issues.

One more thing I expect to see is in the realm of car technology (which I cover for techhive.com). As with printers, cars will be expected to have a lot more than Bluetooth connectivity; they will be expected to connect to and interact with people's smartphones/tablets. Many cars already do, mostly at the higher end, but also in cars being marketed to younger/more tech-savvy people. I expect it to keep trickling down and around, and improving, and growing in areas like third-party upgrades to older cars.

Also, now that a few U.S. states have approved the development of self-driving cars, I expect to see more activity from car companies as well as Google. Real models are some years away, but it'll sure be fun to watch them being developed!
— Melissa Riofrio, *senior editor, IDG Consumer & SMB*

Nalika

Top story of 2012: Big data represents a huge opportunity but also a threat to the growth of Africa's — and the rest of the world's — business environment and IT infrastructure. Big data is a gold mine of opportunities depending on how organizations are going to use the structured and unstructured data they collect every day from their clients/customers to their advantage. By mining intelligence from this data, they are able to stay ahead of their competitors by coming up with smart ways of treating their clients/customers, retaining them, luring new ones and at long last improve their business operations. If companies don't use big data, it will be a threat to them, because they're more like to go out of business. Customers prefer an ongoing business relationship with a company that is in a good position to provide advice and shows it knows what customers might need.

Crystal ball: Consumption of cloud services will increase in Africa because of a better understanding of the concept by corporate data centers.
— Peter Nalika, *technical writer, CIO East Africa*

Top story of 2012: One significant trend I observed in 2012 was the widespread adoption of iPads. I knew iPads had gone mainstream when two events happened in my family. In July, the elementary school that my youngest child attends announced that it had replaced all of its laptops with iPads. My fourth grader now uses an iPad every day for her writing, social science, Spanish and math classes. In October, the electric utility company for which my husband is the general counsel gave its management team iPads. I live in Indianapolis, which is hardly a trend-setting mecca when it comes to the adoption of new technology. So when conservative,

continued on page 6

op Stories/Predictions

ntinued from page 5

lidwestern companies and schools start buying iPads n masse, you know that this product has arrived.

Crystal ball: The trend that CIOs should be most concerned about is that line of business executives are going to drive an increasing amount of strategic IT purchases. While these executives have always been involved in key IT purchasing decisions, they are going to be the final decision makers in more cases. This is especially true with the adoption of software-as-a-service applications. Smart CIOs and other IT pros will brush up on their business skills and improve their relationships with other executives in 2013 so they will continue to be influential.

— Carolyn Marsan, *national correspondent, Network World*

Mingis

Top story of 2012: The nasty ramp-up of what had been slow-simmering patent fights between several major tech players, most notably Samsung and Apple. The number of claims and counterclaims between those two companies and others is almost dizzying, as each jockeys for position in the fast-growing mobile market. And it's a fight that will likely grow more bitter in 2013. At stake are potentially billions of dollars for each company, but even more crucial to the tech industry is the dampening effect the feuding may have on innovation. If a company can claim a patent on something like the basic design of a phone or a tablet (or a finger gesture) — or if a company can buy that patent and then sue everyone who's using similar designs or technology — the impact on the industry could be devastating. The reason: rather than spending money on research and development, companies will find themselves paying legal bills and patent claims.

Crystal ball: There's been a lot of talk over the last couple of years that we're entering a post-PC world. This may be the year we really cross the threshold. That doesn't mean desktop computers will go away, never to be used again. What it means is that innovation and infrastructure (and sales) are moving toward mobile devices — smartphones, tablets and laptops — mobile apps and networks. How else to explain Apple's almost lackadaisical rollout of its latest iMac desktop computers or Microsoft's decision to develop its own tablets, the Surface RT and Surface Pro? Hardware makers like HP, Dell and even Intel are having to reevaluate what they do to stay relevant as the mobile market continues to rocket ahead. (This post-PC world is also behind the sudden rise of the consumerization-of-IT and bring-your-own-device trends.) Want numbers? According to IDC, smartphones will comprise 60.1.% of all smart devices shipped this year, with laptops at 17.2%, desktop PCs at 12.5% and tablets at 10.2%. In just over three years, IDC expects smartphones and tablets to be Nos. 1 and 2.

— Ken Mingis, *managing editors, news, Computerworld,*

Ramachandran

Top story of 2012: The most significant trend that impacted Indian enterprise IT has to be the slowdown in the economy. Obviously going from growing at 9% to 5.5% did cause a crisis of confidence, but more than that it led to enterprises of all sizes relooking at IT investments and their business impact. As near-term business horizons shrank, multiple projects, fast rollouts and increasing change requests from business stressed IT teams. While the rigor of justification increased, IT spend was negatively affected in only about a fifth of mid-to large enterprises.

While the fear of stumbling existed, a significant number of organizations hoped that the Darwinian nature of the slowdown would help take out competition and thus took on highly strategic projects. It was heartening that more organizations worked on creating better customer connect than those that focused primarily of cutting cost.

Crystal ball: I believe that four trends will dominate the Indian enterprise IT landscape in 2013: Cloud Computing and Outsourcing, Mobility, and Analytics. With efficiencies and effectiveness both coming into play, Indian organizations will get more agnostic about how they source and deliver their IT. The cloud and strategic outsourcing are going to gain ground this year, with the Capex to Opex ratio moving to 40:60 (this stood at 49:51 in 2011). This is going to be as much about gaining new capabilities and improving organizational focus as it will be about reigning in operational cost.

As organizational focus shifts from making the 'product right' to making the 'right product', analytics will play a key role in helping increase organizational productivity

continued on page 7

p Stories/Predictions

tinued from page 6

making intelligence more visible. I also see embed- d BI, in-memory analytics and visualization over narter devices trending high. I clearly see investments n enterprise mobility going through the roof, as orga- izations move from using apps and devices to increase productivity to gaining a competitive edge. With customers and employees demanding real-time information and senior management requiring access to business critical intelligence, most enterprises will put in place a mobility strategy that encompasses device management, app development and policies. What will clearly not happen in an Indian scenario is BYOD — enterprises tend to only trust devices that they own.

— Vijay Ramachandran, *editor-in-chief, IDG Media India*

Bennett

Top story of 2012: The emergence of accessible, hackable tech that encourages techy people to be creative and artists/designers to embrace their inner nerd. This includes mini-computers such as Arduino and Raspberry Pi, 'magic' boxes like Twine and Little Printer, conductive inks and printable electronics, projection-mapped generative visual displays and programs that make Microsoft Kinects talk to traditional creative 3D applications so you can easily create your own version of Paula Abdul's "Opposites Attract" music video (or something much cooler) with minimum expense. It allows anyone to get involved in such projects if they don't have a big budget, and if they do, they can create some truly amazing projects. (Click here and here for links to stories we've done on the subject.

Crystal ball: Our brand, Digital Arts, is not an IT industry title per se, but I do have one prediction for a big story in the next year that's specific to the U.K. We've been covering the current U.K. government's proposed changes to the exam system that all 15/16-year-olds have to take. This involves replacing the wide-ranging GCSEs with the English Baccalaureate (EBacc) with five key subjects: maths, science, English, a humanities subject such as geography and a language.

Neither creative subjects — art, design, music — nor IT-related subjects such as computer science and ICT will be part of the EBacc. The fear is that schools will divert resources to the five 'pillars' of the EBacc and away from non-core subjects, leading to poorer teaching of these subjects with less money spent on the kit they need to learn. The long-term effect will be fewer people entering industry with key IT skills, fewer young adults studying IT and CS (and design, art et. al.) in higher education, and overall a less IT-literate workforce.

I expect the IT industry to start its own campaign similar to the design industry's #includedesign and art/music's Bacc to the Future to try to influence the U.K. government to include IT in the EBacc. Our story on the design industry's open letter to our education minister, signed by 180 organizations and people include Apple's Jonny Ive, Stella McCartney and most of the U.K.'s top advertising and creative firms (and us) is here.

— Neil Bennett, *editor, Digital Arts, IDG U.K.*

Parker

Top story of 2012: I am responsible for IDC's research in the manufacturing and retail industries, both of which are facing the potential for substantial transformation. The big story in manufacturing in 2012 was the emergence of advanced production technologies like 3D printing, composites and inexpensive robotics. Nike, for example, announced its Fly Knit technology, which allows it to build a sneaker over a frame with a single thread, reducing the number of sewing operations from 23 to 1 (just the tongue). Think about visiting the sporting goods store and having your running shoe "printed" in the back room to your precise specifications and in your preferred color.

And that sporting goods retailer is already in the middle of some major industry changes. Four years ago, as part of our predictions, we coined the term "omnichannel," which was a logical progression of multi-channel retailing (store, call center, web, mobile, social) where the notion is that the consumer wants to interact through multiple channels simultaneously (for example, browsing on your device while in the store). The big story in 2012 was the realization of this trend, particularly all the holiday discussion of "showrooming" where consumers were checking prices in the store and leaving if they found a lower price.

Crystal ball: We see 2013 as a "staging year" where new investments will be made ahead of better economic conditions beyond 2013. The emphasis will be on driving deeper customer engagement and higher levels

continued on page 8

op Stories/Predictions

ntinued from page 7

of business productivity. The foundation for these initiatives in manufacturing and retail will come from technology investments in the areas of cloud computing, big data analytics, social business and mobile broadband. The line of business (engineering, marketing, supply chain, operations, etc.) leadership will be more dependent on these technologies to be competitively successful and, therefore, will be much more involved in investment decisions.

— Bob Parker, *group VP, IDC Manufacturing Insights*

Crystal ball: In terms of trends, the focus for enterprise IT managers is going to be expanded use of cloud-computing services and a struggle to do this in a secure fashion that will meet with the approval of both internal auditors and regulatory compliance.

— Ellen Messmer, *senior editor, Network World*

Bader

Crystal ball: One looming trend is the fight for the next form factor. What kind of device (it also can be a non-physical product) will be the next big player in IT? It will be influenced by size, application, usage, design, the software and services that can be used on/with it and, of course, by price. Discovering what people like is getting more and more important for companies like Intel, Google, Facebook, Amazon and Microsoft. So that trend spans all kinds of companies regardless of whether they sell hardware, software or services or a mixture of them all.

— Daniel Bader, *deputy editor-in-chief, IDG Switzerland*

Top story of 2012: In the area of consumer telecoms in Europe, one of the most important news stories during 2012 has been the emergence of smartphones that are compatible with LTE (4G) mobile networks, especially the highly popular Samsung Galaxy S3 and Apple iPhone 5 devices.

LTE (Long-Term Evolution) is the next generation of mobile network technology, which is why it has come to be referred to colloquially as "4G." LTE provides mobile broadband services with substantially faster data rates, higher capacity and lower latency than 3G networks. The world's first commercial LTE subscriber service appeared in Europe in 2009. Since that time, however, commercial LTE has spread through Europe only slowly and patchily — in contrast with the U.S., Japan and Korea where LTE rollout and uptake have grown vigorously. At the end of 2011, we estimate that there were 450,000 active LTE connections in Western Europe, which was only about 4% of global LTE connections.

European LTE growth has been held back by several factors. Continuing macroeconomic problems and no availability of LTE smartphones have been problems worldwide. But Europe in particular has been dealing with less urgency than in other regions regarding operators' need for the step-change in network capacity that LTE can provide, as well as patchy progress in the availability of spectrum, especially in the valuable low-frequency 800MHz band.

Delaney

Crystal ball: Following improvement in the conditions for growth in LTE, we expect to see a surge in LTE subscriptions, as demand for fast mobile internet access continues to burgeon and as new applications for mobile data in verticals such as broadcasting, healthcare and security gain traction. By the end of 2012, we estimate that there were just over 2.5 million LTE connections in Western Europe. By the end of 2013, we expect that figure to have grown almost five-fold, to reach 12.2 million connections.

— John Delaney, *Research Director, Consumer Mobile, IDC EMEA Telecoms & Networks*

Scroll to the end of this article on IDG Central to add your own top story or prediction in the comment box.

One on one

continued from page 3

line-of-business executives, with 25% having the LOB executive a lead decision-maker. We predict that by 2016, that number will rise to 80% of new IT investments, with LOBs taking a lead decision-maker role in half or more of those investments.

The most intriguing story for 2013, of course, is Who will emerge as leaders of the "3rd Platform"? This year we'll get a good look at who among the IT industry's traditional players is ready to not just "explore," but demonstrate mastery of, the new marketplace. We'll also see which of the "born on the 3rd Platform" IT players will show the sustained focus needed to wrest that leadership away.

One clue about how to assess potential winners: Given the 3rd Platform's dominance of IT spending growth at least 80% of any IT vendors' competitive energy and investments in 2013 should be focused on strengthening their 3rd Platform offerings and capabilities. Vendors who put more than half of their energy into defending their 2nd Platform franchises will be on the fast track to the Computer Museum. ■

Wanted: Photos of the Day

The Photo of the Day feature on IDG Central is a way to see a quick snapshot of what's happening at global business units. It can be a little slice of life at the office, or it can be an image from an event or anything that strikes you as being a good/fun/interesting or unusual photo to share. Send the photo with a short description to idgcentral@idg.com.

oteworthy

ew employees

DG Corporate Services has hired **Daniel Lemanski** as a senior staff accountant working with Technology Ventures Investment, IDG Venture Vietnam, IDG World Expo and Connell Communications. He comes from Waste Management where he held a similar title. He earned a B.S. in business management with a major in accounting from the University of Massachusetts School of Liberal Arts and spend his free time with his wife and four children when not volunteer coaching hockey, basketball and baseball. daniel_lemanski@idg.com

PETER SHORT

Nuthakki

IDC Framingham welcomes Senior Research Analyst **Venkata Nuthakki**. Previously a research and development electrical engineer with Astro-Med, Inc. he holds an M.S. in innovation management and entrepreneurship from Brown University in Providence, R.I., and an M.S. in electrical engineering from the New Jersey Institute of Technology in Newark, N.J. vnuthakki@idc.com

New at **IDC Framingham** is Senior Analyst Account Manager **Mathew Wisniewski**. He was previously an analyst with Aon Hewitt and holds a B.A. in international studies at political science from American International College in Springfield, Mass. Away from the office he enjoys biking running, skiing and martial arts. mwisniewskit@idc.com

Gogia

Sanchit Vir Gogia joins **IDC India** as principal analyst with the Emerging Technologies group. He was previously lead analyst with Forrester Research in Asia Pacific. He holds a degree in economics from the University of Delhi and two in marketing and management from the University of Leeds in the U.K. An avid cyclist, he enjoys exploring the country by road. sgogia@idc.com

Send information for Noteworthy to world_update@idg.com.

anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

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24

Regina Steinmann *IDG Switzerland*
Ken Fuller *IDG Corporate Services Group*

23

Sylvie Merkling *IDC France*

22

Tomas Zirn *IDG Sweden*

21

Claudia Voelk *IDG Germany*
Jennifer Schlee *IDG Germany*

19

Janusz Chustecki *IDG Poland*

18

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17

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16

Henrik Sorin Hildebrand *IDG Sweden*
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15

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14

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13

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12

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11

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10

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7

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3

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2

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1

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elebrating20

Wlodzimierz Duszyk

Sales Manager
IDG Poland

Employees who celebrate two decades of service to IDG are recognized with a very special gift from the Chairman's office: a 20th anniversary trip to the destination of their choice. IDG Poland's Wlodzimierz Duszyk and his wife Kate explored Northern California and Hawaii earlier this year.

Career path

I started at IDG Poland as a part-time employee in November 1990 and became a full-time employee the following October. I worked in the promotion and marketing department during the launches of Computerworld Polska and PC World, then became the head of the promotion and circulation department. Currently, I am the sales manager for IDG Poland's publications and business events.

Duszyk enjoys the sun and the view (below) in Maui

Why I chose this trip

My wife and I have a friend in the U.S., and we wanted her to show us some nice places in California and then head for a tropical island. Continuing west, that could only be Hawaii.

Trip highlights

We started our vacation in San Francisco and explored different areas of the city each day. We especially enjoyed the relaxed atmosphere of the lovely Italian Heritage Parade one Sunday. Then we went up to the Wine Country in Napa and Sonoma Counties, followed by a long day at Yosemite National Park and then the redwood trees at Muir Woods and Sausalito just north of San Francisco.

The second part of our trip took us to Maui where we enjoyed beautiful beaches, daily sunbathing and ocean swimming. A spectacular highlight was a helicopter flight around the island cliffs where "Jurassic Park" was filmed.

Duszyk went from San Francisco's Italian Heritage Parade...

... to Yosemite National Park.

IDGWorldUpdate
EMPLOYEE NEWS AND INFORMATION

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